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THE NATIONAL NEWSPAPER OF MARKETING

Florida Citrus Reappoints B&B

Appointment Effective Until June 1; Finalists Stress Merchandising

LAKELAND, FLA., Oct. 27—Benton & Bowles will keep the $3,000,000-plus advertising account of the Florida Citrus Commission—at least until next June 1.

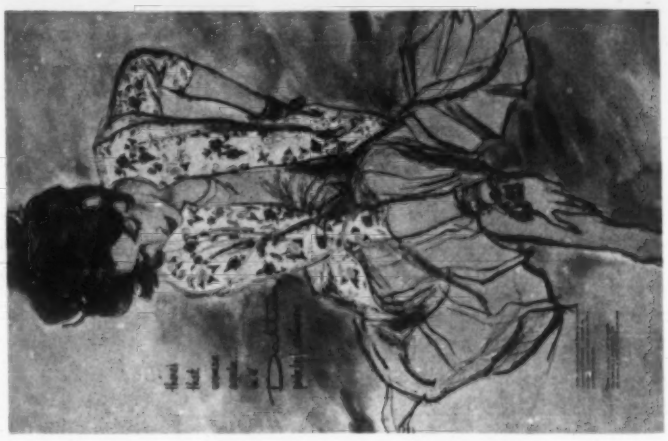
The agency also has been advised to "strongly adhere" to a tightened communications policy between citrus client and agency. In effect, a new four-page directive beefs up the commission staff's control over advertising and shuts off direct agency contact with commission members.

The decision was handed down at noon today, following an hour-long meeting of citrus officials. It closed the books, for the time being, on a months-long agency search which wended through seven semi-finalists, a two-day flurry of presentations (AA, Oct. 16) and — yesterday — close-quarters screening of B&B, Ted Bates & Co., Campbell-Ewald Co. and Lennen & Newell.

■ The nod to B&B was unanimous only after the 12 commissioners, voicing individual opinions, initially failed to find over-all agreement. Six said, "Mid-season is a poor time to change agencies." The seventh, Sam A. Banks, rose to say, "I'm not afraid of change," and urge that Bates be named immediately. Mr. Banks got a seconding motion from Commissioner Kingswood Sprott, but Ross Bynum, another member, offered a substitute motion—that Benton & Bowles be renamed until June 1, and be advised to "adhere" to the commission's stricter ground rules.

Commissioner Vernon Conner seconded this motion, and an initial vote of 8-to-4 was registered in favor of Benton & Bowles. Mr. Banks urged "unanimous action,"

(Continued on Page 111)



THAT WOMAN—*Dalton of America Inc., Cleveland, will run this color spread in the Nov. 15 Vogue. The spread takes up the inside front cover and the first page and is the first color spread in this position run by the magazine. Nelson Stern Advertising, Cleveland, is the agency.*

D'Arcy, Marsteller, Compton Move Abroad

NEW YORK, Oct. 27—The international advertising business took giant strides this week as three agencies, on successive days, announced overseas tieups.

The latest is the acquisition by Compton Advertising of "slightly less than half" of N. V. Nixon & Co., Australia. Largest is the affiliation between D'Arcy Advertising and Synergie Publicite, one of France's largest shops. Most complex is the expansion of Marsteller Inc. into Europe with two joint ventures, one in London, the other in Brussels, and the establishment of a new company in Geneva.

Compton's Australian setup will be known as Nixon-Compton Pty. Ltd. Barton A. Cummings, Compton president, will become a member of the Nixon-Compton board.

■ The 26-year-old Australian agency was founded by Noel V. Nixon, and has been owned by him and seven agency employes. It bills an estimated $2,250,000, ranking about 12th among Australian agencies. There are 80 employes in four offices—Melbourne, Sydney, Brisbane and Adelaide. Its largest account is Ampol Petroleum Ltd., considered the largest Australian oil company and among the top four worldwide. Among 14 other accounts are automotive, appliance, power tool, and package goods operations.

Like Compton, Nixon regards itself as a marketing agency. Initial contacts between the two agencies go back six years when Compton was host agency to Nixon at an international advertising meeting at the Greenbrier.

The trans-Pacific partnership is corollary to Compton's affiliation with S. T. Garland Advertising in London last year, now known as Garland-Compton Ltd. The Comp-

(Continued on Page 112)

'61 Volume in 9 Media Dips Slightly, AA Finds

Only Net, Spot TV Make Gains; Net Radio Even; Direct Mail Will Rise

NEW YORK, Oct. 26—National advertising volume in nine major media this year will be slightly below the 1960 total, according to estimates made for ADVERTISING AGE by various media organizations. Their projections indicate a 1961 year-end figure of $3,937,000,000, as against a total of $3,959,906,683 in 1960.

Six of nine media expect declines for the current year. Network radio expects to remain about even; network and spot tv look to be ahead. Net tv looks for a $735,400,000 year, compared with $682,371,069 in 1960; spot tv is counting on a jump from $616,700,000 to $625,000,000.

Together the two video items account for the largest media chunk. Singly, however, magazines —anticipating $840,000,000 this year after ringing up $853,580,761 in 1960—lead the pack in advertising revenues.

■ Newspapers, second in the national income picture, think they will wind up with $750,000,000, versus a 1960 pace of $782,000,000.

Business publications anticipate a probable decline to $530,000,000 in revenues for 1961, after reaching a level of $546,500,000 the year before.

Spot radio, which counted $210,000,000 in ad revenues in 1960, believes the current year will see a take of $202,000,000. Network radio estimates indicate there will be no change from last year's $43,000,000 position.

Signs point to a drop-off in revenues for outdoor advertising in 1961. The medium posted a figure of $120,000,000 last year, while a little more than $115,000,000 will come into the till in 1961.

Sunday supplements, which racked up $105,754,853 in 1960, seem to be falling off to a $97,000,000 year.

■ Another major medium, direct mail, has an over-all total that runs roughly half of what the other nine media gather as a group. It is treated separately, however, because there is no breakdown between national and local dollars. In 1961 direct mail expects to rack up some $2,225,000,000 in revenues, compared with the $2,093,731,000 it attracted last year. #

Income Profiles of 100 Top Markets in New IRS Report

WASHINGTON, Oct. 26—A new market analysis tool of immense potential became available today as the Internal Revenue Service released a special tax tabulation which provides a "profile" by income group for each of the nation's top 100 metropolitan areas.

By using the new table, which is incorporated in the just-published "Statistics of Income . . . 1959 Individual Income Tax Returns," marketers can learn the number of returns filed by 18 different income classifications in each metropolitan area, and the adjusted gross income represented by the returns received for each income bracket.

The 100 metropolitan areas covered in the tabulation account for 33,900,000 income tax returns, 56% of the national total.

■ These 33,900,000 returns reported 63% of adjusted gross income, 66% of taxable income, and 67% of the tax liability shown on all returns filed in 1959.

The development of the new 100 standard metropolitan area table

(Continued on Page 111)

Burkhart Tells OAAA of 5-Point 'Full Maturity' Program for Outdoor

Research, Education, Service Must Improve to Gain Acceptance, He Says

HOLLYWOOD, FLA., Oct. 25—A 5-point program to capitalize on the "unparalleled opportunities of outdoor advertising" was outlined by Charles B. Burkhart, president-elect of the Outdoor Advertising Assn. of America, at its 63rd annual meeting Oct. 23 to 27.

Mr. Burkhart, who will assume his new office Jan. 1, 1962, said: "I believe that the prime objective and purpose of this association is to fashion a program that will bring about with the greatest possible speed the full maturity of outdoor advertising as a thoroughly accredited, modern and accepted major advertising medium—one that takes its rightful place in the advertising programs of advertisers—national and local—and to protect that position from whatever forces may threaten it."

■ Speaking at the group's executive session, Mr. Burkhart listed five areas of association programming to be developed in specific detail after he takes office: Research, operations, education, legislation and local sales. To make all this effective and practical, he said, the association should, at some future date, "operate a pilot outdoor advertising plant so that we deal in practical experience, not just theory."

Mr. Burkhart saw the goals of the five-point program as follows:

• **Research:** Develop facts on placement and audience effect; learn how to spell out reach, frequency and impact to prospective advertisers; how to standardize

(Continued on Page 114)

Last Minute News Flashes

GF's Country Kitchen Syrup Goes National Nov. 20

NEW YORK, Oct. 27—General Foods (Young & Rubicam) will go national with its new Log Cabin brand, Country Kitchen buttered syrup, in about two weeks. Log Cabin, the No. 1 syrup, introduced Country Kitchen in New York and Boston in August, following Lever Bros.' entry into the field with Mrs. Butterworth's syrup. Four-week spot tv schedules will break about Nov. 20, with nighttime 20s and 60s running in 33 markets. Participations on six CBS-TV shows and color page ads in Sunday supplements will also run. Country Kitchen, a blend of butter and corn, maple and cane syrups, comes in a round bottle with a yellow label in 12-oz. and 24-oz. sizes.

Golden Press Plans 300-Market Radio Spots

NEW YORK, Oct. 27—The local vs. national rate issue was in the news again this week as Golden Press (Wexton Co.) sought to place its November-December flight of radio spots at local rates. The agency reportedly has been able to get local rates in "certain areas" by working through supermarkets which handle the Golden Book line. Ten to 30 one-minute spots weekly will be scheduled in about 300 markets in the current drive.

D.W.G. Cigar Returns to W. B. Doner

DETROIT, Oct. 27—D.W.G. Cigar Corp. returns to W. B. Doner & Co. Jan. 1 after a three-year stay at Maxon Inc. (AA, Oct. 16). Doner handled the account for five years before it shifted to Maxon. D.W.G. cigar lines include R. G. Dun, Santa Fe and San Felice. The account is estimated at $400,000.

(Additional News Flashes on Page 111)

Radio Nets Find Business Better

Fourth Quarter Sales, Numbers of Sponsors, Affiliates Keep Rising

(A list of advertisers on the four radio networks, with their agencies, appears on Page 120.)

NEW YORK, Oct. 25—A radio listener has a difficult time telling a network from a non-network station by the sound of the programming in many markets these days, what with the big emphasis on music and news.

But despite the sound of things to an outsider, there are some signs that network radio is inching toward a more important role in sales and programming. A check of the four live networks this week showed that they have at least two good reasons for feeling expansive: (1) Fourth quarter business is up

(Continued on Page 120)

'Several Companies' Seek to Buy Agencies Outright, Durham Reports

Moves Caused by Doubts as to Agencies' Ability to Make Ads That Sell

NEW YORK, Oct. 25—"Several companies" currently are thinking of "buying an agency outright and assuming such housekeeping duties as billing, checking and accounting."

That point was made here last night before the League of Advertising Agencies by Robert C. Durham, of Robert C. Durham Associates, management consultant.

Asked whether being bought out by an advertiser would preclude the agency's soliciting other business, Mr. Durham replied: "Not at all." He said some clients are "genuinely concerned" about their agencies' abilities to "find creative ways to do a job—namely, advertising that sells." Consequently, the companies have started to move into the advertising sphere.

According to Mr. Durham, a vast number ("as high as 20%") of key agency executives unfortunately are being "squeezed out" as a result of account shifts and general belt-tightenings. He said some top names had deserted the ad field for other pastures, and commented that some agencies are operating on a seven-people-per-$1,000,000 basis, instead of the familiar figure of ten.

■ Agency mergers aren't the easiest things in the world to work out—but, once accomplished, they can be mighty rewarding, Mr. Durham said.

He said his company had been instrumental in effecting something like 48 mergers, and also used the occasion to trace some of advertising's over-all ills.

He predicted that "the days of the generalized agency billing between $5,000,000 and $15,000,000 are numbered.'" He exempted agencies serving specialized fields such as book publishing, or shops passing through that billing "growth zone."

The big question in any proposed merger should be: Can the individuals—not the corporation—gain more via a hookup?

"Who acquires what, or which corporation lives on after the merger, makes no difference," said Mr. Durham. "A corporate entity is a dead thing."

■ He said that mergers should be made in good times, not bad; that "talents should complement each other"; and that the kinds of business must be compatible. "But when agency men get together to discuss the more secretive financial aspects," he said, it is "more like a game of liars' poker. No one wants to tell the truth." Yet, said Mr. Durham, "merged agencies will find it's just as easy to acquire and handle a $500,000 account as one billing $100,000. In fact, it's easier. It's more sophisticated, and you're not working as much with the client's 'blood money.'

"Also, you'll encounter more toleration among clients, and have more hours to do your jobs. But unless you have the size and scope, you won't get the $500,000 business." He said some agencies have won accounts merely because they made a more formidable impression through bigger art staffs, copy people, researchers and, perhaps, a library. "There's an advantage in mere size," he said.

■ Mr. Durham forecast the demise of the "one-personality shop," where a single individual "made himself available to the client nights, Sundays and holidays."

He urged agencies to "get three names—live names—on the masthead, with abilities interchangeably sold so that principals can take vacations." #

U.S. Newsprint Use Drops

Estimated U.S. newsprint consumption for the first nine months of 1961 fell to 5,302,841 tons from 5,415,348 tons the year before. For the month of September, newsprint dropped to 601,718 tons from 605,825, according to the American Newspaper Publishers Assn.

12 Agencies, PR Shops Are U.S. Tourism Finalists

Interpublic, BBDO Have Twin Entries; Nov. 13, 14 Set for Presentations

WASHINGTON, Oct. 27—Six agencies and six public relations organizations have been invited to make final presentations for all or portions of the U. S. Travel Service account.

The agencies, each allotted one hour on Nov. 13, are BBDO International; Ellington & Co.; Fuller & Smith & Ross; Interpublic; Kenyon & Eckhardt; and Ogilvy, Benson & Mather.

The public relations organizations, to appear Nov. 14, are Barnet & Reef Associates; Roy Bernard Co.; Communications Affiliates (a unit of Interpublic); Patrick Dolan Ltd. (a subsidiary of BBDO International); Hamilton-Wright Organization; and Walker & Crenshaw.

All the agencies invited have central offices in New York and affiliations or branches in markets in which the travel service will be conducting intensive promotions.

■ The travel service said that there is no decision at this time on the number of organizations that will be retained. Each is free to solicit all or portions of both phases of the account.

Finalists were invited to bring any material which may illustrate specific features of their presentations. Final selections will be announced shortly after the oral presentations are completed. #

Never before a cough medicine as effective and so pleasant!
NOW! A SOLID COUGH SYRUP YOU EAT LIKE CHOCOLATE! MELTS AWAY COUGHS AS IT MELTS IN YOUR MOUTH

FROM EX-LAX—*Cough-Ex, a solid cough syrup with the consistency of chocolate, is being tested in four markets, one of which is Peoria. Cough-Ex costs 79¢ for 16 tablets. It is one of five new products Ex-Lax hopes to market within the year. Benton & Bowles is the agency.*

Ford Cavalcade Will Offer Fairlane Peek

DEARBORN, MICH., Oct. 26—Ford division will take to the road next week to give the nation an advance peek at the new Fairlane auto, due for public introduction Nov. 16.

Ford had mapped out a 25,000-mile Fairlane Preview Run U.S.A. which will take the new car through 188 cities on three cross-country routes. Newspaper ads and radio commercials will support the cavalcades as they progress from Detroit to Key West, from New York to San Francisco, and from Los Angeles to Bangor, Me.

Ford has selected 57 families to drive the six Fairlanes on shuttle hops with two groups covering each of the three routes. Each of the six cavalcades will consist of a Galaxie, a Fairlane and a Falcon. The Fairlane will be in the middle, where Ford says it will fit in the marketplace.

■ Ford broke a newspaper teaser ad today in 250 key city newspapers, and a second one will run Oct. 31. A third ad will run in 2,500 newspapers Nov. 7, with the actual announcement ads Nov. 16. *Automotive News* also will carry a pre-introduction ad Nov. 6.

J. Walter Thompson Co., Detroit, is the agency. #

Birds Eye Tests 8 Table-Ready Vegetable Mixes

WHITE PLAINS, Oct. 25—A new line of seasoned, table-ready frozen vegetable dishes will be introduced next month by Birds Eye division of General Foods Corp.

Five vegetable combinations, and three vegetables with sauces, all with seasoning added, will be marketed first in the metropolitan New York and Boston-New England areas. National distribution is expected within a year.

GF plans "one of the biggest advertising and sales promotion campaigns in Birds Eye history" to introduce the eight products. Charles Pope, marketing manager, said the budget would be in "the high six figures." Other executives placed the ad budget around $300,000 and projected it to $3,000,000-$4,000,000 nationally.

■ Ads will be built around the themes "all new . . . all ready . . . all Birds Eye" and "vegetables with that extra-special touch." The media schedule includes five print ads in 13 Sunday supplements and 26 dailies in a six-week introductory period, plus 27 to 40 television spots weekly in eight cities. Except for the introductory color spread, all ads will feature a "first 3 packages free" consumer offer.

Print ads break the week of Nov. 12 and tv starts Nov. 5 in New England and Nov. 12 in New York. Point of sale displays include case dividers for frozen food chests and mailer forms for a consumer refund offer. Young & Rubicam, the agency for Birds Eye regular products, has been named for this new line.

■ The products, which have been consumer tested for two years, include: green peas and pearl onions; green peas with sauteed mushrooms; green peas and celery; Fordhook lima beans with tomatoes; corn and peas with tomatoes; all vegetable combinations with seasoning, and other vegetables with sauces. Prices vary from 29¢ to 39¢ a package. #

'Saturday Review' Boosts Rates

The *Saturday Review* will raise its circulation guarantee from 250,000 to 275,000 effective April 1. One-time page rates will go from $2,080 to $2,290 for b&w, and from $3,530 to $3,885 for four colors.

R-P By-passed . . .

FTC Examiner Exonerates Macy in Supplier Case

Ruling Seen as Blow to FTC Efforts Against Ad Allowance Solicitations

WASHINGTON, Oct. 26—A Federal Trade Commission hearing examiner ruled today that there was nothing inherently unfair in the methods used by R. H. Macy & Co. to collect roughly $540,000 from suppliers for its year-long 100th anniversary celebration.

Hearing Examiner Edward Creel said in an initial decision today that some of the suppliers who agreed to contribute $1,000 each to the promotion fund may have feared they would lose Macy's business. But the commission attorneys presenting the case against Macy were unable to convince him that the company's acts were of "the kind or degree of oppression which the law has condemned."

If his ruling to dismiss the case is backed up by the commission, the decision will be a severe setback for FTC efforts to crack down on the soliciting of advertising allowances by retailers.

■ The case featured a novel legal maneuver by FTC to avoid a loophole which recently has hampered enforcement of the advertising allowance sections of the Robinson-Patman act.

In the Macy case, FTC based its complaint on the unfair trade practice section of the basic FTC Act. This new approach was used because recent court decisions had cast doubt on the commission's authority to proceed against retailers for soliciting advertising allowances which violate Section 2D of the Robinson-Patman act.

Hearings in the Macy case established that buyers in various Macy departments approached 750 of the company's 20,000 suppliers for contributions to the centennial celebration fund in 1958. Each supplier was asked to contribute $1,000.

Mr. Creel reported today that some of the suppliers which decided to participate sold as little as $800 to Macy, while others sold as much as $2,600,000. He noted that some testified they were reluctant to refuse the buyers.

■ But he said he did not find proof that vendors faced the loss of sales if they refused to donate, or that Macy expected them to feel that way. "The solicitors were instructed to advise the vendors that whether they donated or not the decision would not affect future dealings," he said.

At the time the complaint was filed, in April, 1960, former Chairman Earl Kintner told a group of garment industry associations that the Macy case is an example of the kind of pressures which are reducing the garment industry to chaos (AA, May 16, '60).

While he explained that he was not passing judgment on the Macy case at that time, he said, "Many industry members complain about pressure from powerful buyers, but they must not expect help from FTC unless they are willing to help the commission." #

Kerr Joins U. S. Borax

Jack F. Kerr has been named director of advertising for the 20 Mule Team department of U.S. Borax & Chemical Corp., Los Angeles. Mr. Kerr, who fills a post long vacant, formerly was a vp and account supervisor for Borax with McCann-Erickson.

Highlights of This Week's Issue

Farbenfabriken Bayer, German chemical company, establishes an American pharmaceutical subsidiary which will introduce "several" new ethical specialties in the U.S. next year ..... Page 4

John W. DeWolf, vp of research of G. M. Basford Co., proposes a system of grading industrial ads that would equate advertising readership studies ..... Page 15

Lionel F. Baxter, vp in charge of radio, Storer Broadcasting Co., tells broadcasters to determine what their communities need, as well as want, and then to program accordingly ..... Page 22

Charles F. Adams, exec vp of MacManus, John & Adams, says automobile advertising, as a whole, has been and continues to be the most successful in the history of human commerce ..... Page 34

Lane Ltd., marketer of English smoking tobaccos, will put all its advertising dollars in Esquire, beginning with a junior b&w page in November ..... Page 40

Peerless Importers launches a radio campaign for Hankey Bannister scotch ..... Page 42

Springfield Sugar & Products Co., voluntary association of 150 supermarkets in Connecticut, Massachusetts, New Hampshire and Vermont, plans to launch its own cigaret label, Sweet Life, in competition with national brands ..... Page 46

Advertising agency division of the Audit Bureau of Circulations approves a resolution asking that a committee be established within the division which would nominate a slate of candidates for election to the ABC board of directors ..... Page 52

Sen. Estes Kefauver contends that the consumer is being "confounded" by packaging practices which have become standard marketing procedure ..... Page 54

Paul Gerhold, vp of Foote, Cone & Belding, says advertising research should become an effective substitute for judgment, but it has fallen short of its promise because of the ineptitude of some of its practitioners ..... Page 64

Wesley Aves, president of Wesley Aves Advertising, tells how to use ingenuity instead of money in creating advertising ..... Page 87

Penton Publishing Co. drops plans to publish Steel International, a monthly metalworking magazine that was scheduled to make its bow in January, 1962 ..... Page 114

Harwyn Publishing Corp., publisher of children's encyclopedias, has acquired all the assets of Regal Advertising Associates, a barter agency holding $2,500,000 in radio and television time, from Exquisite Form Brassiere ..... Page 119

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Jordan, Sieber, Ellington Affiliate

NEW YORK, Oct. 27—Ellington & Co., which handles general consumer accounts, has entered into an "affiliated operating agreement" with Jordan, Sieber & Corbett, an agency specializing in pharmaceutical products.

The creative talents of the two agencies will be merged, but each will retain its separate corporate identity and agency name. Jordan, Sieber maintains headquarters in Chicago, with a branch office in New York. Ellington has offices only in New York, so the move gives it a Chicago base with a staff of 65. The New York staff of Jordan, Sieber, numbering about 18, will be moved into the New York office of Ellington, which has a staff of about 175. Ellington reports it is now billing approximately $19,000,000, while Jordan, Sieber has billings of $5,500,000.

■ Four officers of Jordan, Sieber have become officers of Ellington

Jesse Ellington

C. R. Jordan

in the new setup. Charles R. Jordan, president, has been appointed senior vp and member of the executive committee of Ellington. J. Mitchell Jablon, a vp, has become a vp of Ellington in New York, and Paul E. Sieber, board chairman, and R. Joseph McIntyre, a vp, have become vps of Ellington in Chicago.

At Ellington, the top executive roster remains the same: Jesse T. Ellington, chairman of the board; Chauncey L. Landon, co-chairman;

(Continued on Page 10)

X-15: THE STORY OF A FANTASTIC AIRCRAFT

OPPORTUNE—*Nobody planned it that way, but this spread by North American Aviation appeared in Fortune, Newsweek and Time just as the company's X-15 aircraft was making headlines with new world speed and altitude records. The ad, via Batten, Barton, Durstine & Osborn, Los Angeles, was scheduled several months ago.*

Coin-Op Cleaning Industry Sees Volume Hitting $60,000,000 in 1962

Five Giants Enter Field, Aim Ads at Consumers, Operators, Investors

By Emmett Curme

CHICAGO, Oct. 24—One of the big product success stories of 1961 has been the marketing and selling of coin operated dry cleaning machines. In their initial year—1960—it was estimated that some 300 units were sold for some $600,000. This year the industry predicts that some 25,000 dry cleaning units will be sold, for a sales volume of $50,000,000.

The potential of the field was further emphasized this year by the entrance of five laundry appliance giants into the coin-op dry cleaner arena—Westinghouse, Norge, Whirlpool, Speed Queen and Philco. It is estimated that some 22 manufacturers currently are manufacturing the do-it-yourself dry cleaners.

■ Industry sources estimate that consumers will spend more than $30,000,000 this year and $60,000,000 in 1962 to have their clothes dry cleaned in coin-op machines. The industry claims that dry cleaning costs are cut as much as 75% when coin-operated equipment is used by the consumer, pointing out that four garments can be cleaned for the price of one.

■ The entrance of coin-op dry cleaners is expected to give existing coin-op laundries (which before offered just coin-op washers

(Continued on Page 80)

McCann Really Has Charcoal Perfected Account (Sometimes)

NEW YORK, Oct. 24—The evaporation rate in the whisky distilling business is normally a pretty predictable thing. According to Schenley Distilling Co., if you fill a white oak barrel, you can count on losing 6% outage in two years.

But Schenley's Melrose Distilling Co. set something of an evaporation record this month with its J. W. Dant ten-year-old Charcoal Perfected. Schenley turned the account over to McCann-Erickson, and now McCann finds its Charcoal Perfected has evaporated.

This is how it happened: A few months back, Schenley switched Charcoal Perfected, then an inactive brand, from Kleppner Co. to McCann, effective Sept. 1. At the same time (AA, Aug. 7) the company said plans were in the works for a big, new campaign calling for an investment of $1,000,000.

Charcoal Perfected was to be pushed as the only ten-year-old charcoal whisky on the market, having been upgraded from six to ten years in age.

■ Yesterday Schenley launched a 100-market fall campaign for Charcoal Perfected—not through McCann, but through Kleppner.

"The situation is slightly confusing," said Schenley. Kleppner and McCann agree.

McCann remains the agency of record for Charcoal Perfected, while Kleppner officially handles the other two Dant labels.

■ Schenley explained the situation this way: When Charcoal Perfected is pushed in combination, it lines up as a Dant ten-year-old, and so rates as Kleppner's business. But when it's pushed as Charcoal Perfected, a single, it is McCann's baby.

Meanwhile, McCann is doing creative work of its own on the brand, while Kleppner is also doing creative work of its own, and also placing the advertising. #

Discount, Do-It-Yourself Trends Give Chills to Anti-Freeze Makers

About Half of Buyers Do Own Installing; Trend on Upswing, Makers Find

NEW YORK, Oct. 24—Between do-it-yourself and cut-rate merchandising by discount houses, the anti-freeze business is getting schizophrenic.

The big companies in the business fear the buck-saving trend will hurt their brand name concept in the long run. But at the same time, they are permitting their branded products to get to the do-it-yourself car owners through the discount stores.

As a result, the 1961 sales war for the $300,000,000-a-year anti-freeze market finds the big brand name companies forced to play the game both ways.

■ Typical is Union Carbide Corp.'s position. On the one hand, the company is using a multi-million-dollar ad campaign urging car owners to buy Prestone and have it installed at service dealers. Some of its tv commercials depict a luckless do-it-yourselfer eventually taking the vow: "I will not goof again." The moral of the story is that the customer should not try to save that extra buck by installing anti-freeze himself, but go to the dealer and get Prestone's "green tag" guarantee.

But while Prestone pushes the brand-name concept, the average car owner can walk into discount

(Continued on Page 104)

Angostura Returns to Radio in New Push

NEW YORK, Oct. 26—Angostura-Wuppermann Corp., absent from spot radio for about three years, will return to the medium the week of Oct. 30.

Angostura aromatic bitters will be promoted as an additive for food recipes in one-minute and 10-second commercials which will run in New York, Los Angeles, San Francisco, Chicago, Cleveland and Minneapolis-St. Paul. In addition, a total of 17 insertions, consisting of pages and 1/3 page ads, will be run in *Sports Illustrated* and *The New Yorker*.

Print ads will promote the use of a dash of Angostura in rum, vodka, gin and whisky drinks. Musical commercials will tell listeners to add Angostura's "symphony of fascinating flavors" to such foods as hamburger, stew, soup, cream sauce or tomato juice to "make it sing." Foote, Cone & Belding is the agency. #

Oil Companies to Put More Stress on Credit

Use Cards 'Creatively,' Breitweiser Urges; Shell Revamps Card for Femmes

HOUSTON, Oct. 24—Oil companies should use credit cards as "creative tools" and stop considering them "defensive weapons," S. D. Breitweiser, president of DX-Sunray Oil Co., told petroleum credit executives at their annual convention here last week.

"We have fought consumer credit and the credit card with a delaying rear-guard action ever since its inception," Mr. Breitweiser told an audience of about 200 at the American Petroleum Credit Assn. "It's been a stand-off, fall-back policy—giving ground only as a last resort."

Price wars, which have been spreading this year like brush fires during a drought, are having an adverse effect on buyers, Mr. Breitweiser said.

■ "The consumer has come to the conclusion that we must be rolling in money, or we couldn't afford these price wars," he said. "In other words, they are convinced that the oil companies have been gouging the public with excessive prices."

The oil industry needs to convey its problems and its points of view to people outside the industry; so far this has been done too little and not effectively, he said.

Oil companies are placing increasing emphasis upon credit cards as sales tools, H. W. Dugdale, president of the association and assistant credit manager for Shell Oil Co., told ADVERTISING AGE. Shell recently replaced its orange and red card with a white card bearing a gold Shell emblem. Surveys had shown this style had more prestige and more eye appeal, especially to women drivers.

■ Credit cards tend to increase the variety of merchandise and services that motorists may charge on their cards, Mr. Dugdale said.

He expects more companies to permit repair service to be charged (Shell pioneered this about four years ago) because it fits the concept of a credit card as a service and courtesy to travelers—and also helps motorists traveling with little spare cash, notably business men. In many cases, he said, dealers are giving credit on repairs anyway, disguising them as "tire" or "battery," and it is preferable to keep dealers and the record honest.

■ Mr. Dugdale looks for more centralization of credit card operations among major oil companies. At least four have rented special model computers and centralized their operations. American Oil Co. centralized in Chicago recently, and Shell at Tulsa and Menlo Park.

■ Gulf Oil Corp. is well along in distributing imprinter machines to its thousands of dealers; once in use, these will tie individual delivery tickets into an over-all system designed for computer utilization. Humble Oil & Refining Co. is using a similar system throughout the Southwest and is believed to be extending it. #

'Reader's Digest' Names Hepler Ad Sales Director

Charles D. Hepler, Detroit manager of *Reader's Digest* since 1955, has been named director of advertising sales for the U.S. edition of *Reader's Digest*. He will report to Fred Thompson, vp and advertising director.

Charles D. Hepler

Mr. Hepler will be headquartered in New York, and will also take charge of the *Digest's* regional offices. Prior to joining the publication, he was advertising manager of *U.S. News & World Report*, Detroit.

MCA Seen Dropping Talent Shop, Keeping TV Production Unit

LOS ANGELES, Oct. 25—Show business was rocked this week by news that mammoth Music Corp. of of America had agreed to divest itself of either its talent agency or its television company, Revue Productions, by Sept. 30, 1962.

Under an agreement reached this week with Screen Actors Guild, MCA must decide whether to continue on the employe side of show business with MCA, or represent management through its control of Revue.

Although MCA was not commenting on its future this week, SAG reported to its members that it was a "foregone conclusion" that MCA will retain control in the production company. Last year, Revue, grossing some $57,500,000, accounted for nearly 90% of MCA's total revenue. Agency commissions, however, bought the company only $8,700,000.

■ The SAG announcement came as no surprise this week. In September the guild served notice that it would terminate long standing waivers which had allowed various talent agencies to operate also as producers.

"The MCA waiver, for example, was first granted in 1952," SAG said. "Under the agency regulations, agents are prohibited from engaging in production unless the waiver is granted. The state of the industry in 1952 was such that the guild granted waivers to MCA and, thereafter, to several other agents to encourage the growth of a tv film industry and the employment opportunities of motion picture actors.

"MCA was aware," SAG continued, "that the waiver was not perpetual; and the guild, in spite of MCA's adherence to all terms and conditions of the waiver, recognized that renewal of the waiver under present circumstances could open the doors to any and all applicants to play the dual role of employer and agents simultaneously."

■ As outlined by SAG this week, the agreement further stipulates that MCA must surrender its agency franchise within 30 days if it or any of its subsidiaries, including Revue, acquire more than 50% of voting stock in any motion picture company.

Also, upon termination of the agency business, all agency contracts in effect with actors on the date of termination will be automatically cancelled. This provision is expected to start a scramble among Hollywood agents for former MCA clients.

Currently, MCA represents about 500 SAG members, 100 tv and film directors and a number of writers, producers and other broadcast and film talents. #

Farbenfabriken Unit Plans to Enter U.S. Ethical Drug Market

NEW YORK, Oct. 24—The German chemical company, Farbenfabriken Bayer, has set up an American pharmaceutical subsidiary which will introduce "several" new ethical specialties in the U.S. next year.

Under the name, FBA Pharmaceuticals Inc., the subsidiary has opened offices at 120 E. 56th St. here, and has appointed L. W. Frohlich & Co. to handle its medical and professional advertising. The products will all be in the ethical field, and will introduce to the U.S. "the best of Farbenfabriken's overseas specialties." Just which ones has not been decided, and no time schedule has been set, the company said. The drugs will have to be cleared by the Food & Drug Administration before marketing.

Farbenfabriken Bayer of Leverkusen, Germany, with 1960 sales of $785,000,000, is one of the world's giant chemical companies. It is the largest survivor of the dismembered I. G. Farben cartel of World War I days. Its history dates to the original Friedrich Bayer & Co., established in 1863. The German Bayer company originally developed and marketed aspirin and other products under the Bayer name. At one time, it held the rights to the name "aspirin."

■ After the World War I seizure of German assets by the Alien Property Custodian, the rights to the Bayer name were acquired by Sterling Drug Co. in the U.S. and several foreign countries. In recent years the German Bayer company has made several attempts to regain the right to operate in the U.S. under the Bayer name, but so far several lawsuits have been decided in favor of Sterling. Hence, the new subsidiary's name of FBA Pharmaceuticals. The plans are to make it "as American a company as it possibly can be," ADVERTISING AGE was told. #

Morrison Joins Hitchcock

Jack Morrison has joined Hitchcock Publishing Co., Wheaton, Ill., as associate publisher of *Plant Management & Engineering*. Mr. Morrison comes to Hitchcock from the presidency of his own company, Morrison Publishing Co., Crystal Lake, Ill., which will go out of business in the near future.

Ford Buys Bernstein Concerts

Ford Motor Co. will sponsor Leonard Bernstein and the New York Philharmonic on CBS-TV, beginning with a special Christmas program beginning Dec. 14. Other programs in the series will include programs in February and March. Kenyon & Eckhardt, Detroit, is the agency.

BIGGEST EVER—*Chevrolet is using 34,000 outdoor ads like these to launch its 1962 cars and trucks. Trucks are featured on 16,000 panels and cars on 18,000. Campbell-Ewald Co., Detroit, is the agency.*

Purcell Joins Lynn Baker

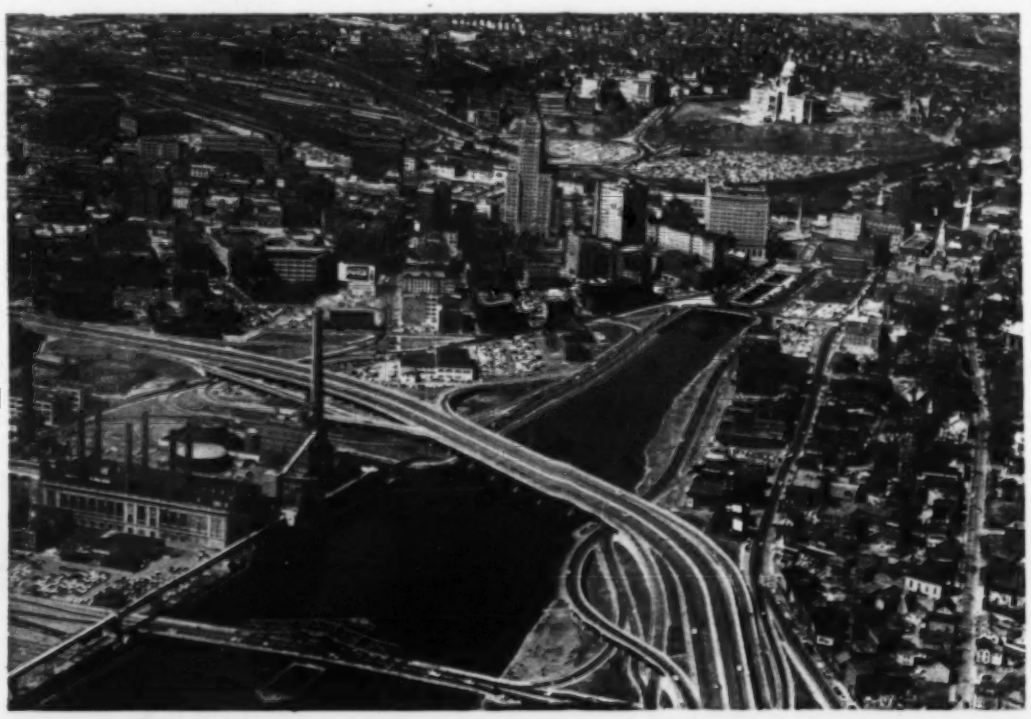
Lyle J. Purcell, who left Grant Advertising early this year as vp of marketing and research, has joined Lynn Baker Inc., New York, as director of research and marketing. Before joining Grant in May, 1960, he was president of Select Magazines and before that was vp of marketing of Batten, Barton, Durstine & Osborn.

Lilienfeld Adds Reese

Reese Finer Foods, Chicago, has appointed Lilienfeld & Co., Chicago, to handle its advertising. L. W. Ramsey Co., Chicago, is the former agency of record. The company is planning an expanded newspaper drive. Billings are expected to hit $250,000 the first year, Lilienfeld said.

Rubel Changes Name

Ira Rubel & Co., Chicago, management consultant, has changed its name to Rubel Rich & Humphrey.



A ONE-IN-A-MILLION TEST MARKET
ONE NEWSPAPER AND A MILLION AND MORE PROSPECTS

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *economically* with The Providence Journal-Bulletin.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

SPOT COLOR NOW AVAILABLE
Write for rates and details

PROVIDENCE
JOURNAL-BULLETIN

Boston office: 479 Statler Bldg., Boston 16
Represented elsewhere by Ward-Griffith Co., Inc.

In the Top 20 in Total Retail Sales

Stimulate Drug Sales in Thriving Greensboro

Over one fifth of the nation's top metropolitan markets are in the NEW South. When advertising to this important 11-state market be sure Greensboro is on your schedule. In Retail Drug Sales, for example, Greensboro is close behind Baton Rouge, Chattanooga, and Knoxville—with a tremendous gain of 81% in six years. A vital sales factor is the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1961 Major U. S. Markets Analysis"* Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Is your advertising "getting through"?

Here's how advertising gets through in This Week Magazine

This Week
MAGAZINE
43 GR
"Glory in Gold" No. 2: This 1,300-year-old gold-and-silver hor
once decorated a Persian throne. For more ancient animals from "the land of the Wise M
The Golden-light Goodness of Mazola comes from Sun-ripened Corn...
only Mazola is Pure Liquid Corn Oil
Everything you fry...chicken, fish, potatoes, vegetables...will be tender, juicy inside, crisp, golden-brown outside...when you use good golden-light Mazola!
Mazola
PURE
CORN OIL

6,926,000* **women noted this ad**

***more than twice the number produced by the same ad in a leading women's magazine**

53%

of all the women in THIS WEEK'S audience

Source: Daniel Starch & Staff.

Your advertising will be read by more people in This Week than in any other magazine

CIRCULATION MORE THAN **14,100,000**

This Week
MAGAZINE

Thanksgiving Gets Play in Calvert Drive

Horn of Plenty One of Four 'Collectors' Flasks' to Be Pushed in Ads

NEW YORK, Oct. 24—Seagram's House of Calvert has found a new angle to the gift wrap and decanter business. It's going into the "personality" approach with a set of four "collectors' flasks" for Lord Calvert whisky.

Launched in magazines and newspapers last week, the flasks are modeled on collectors' items in the Lord Calvert collection. They supplement this year's fluted decanter for Calvert Reserve, which in recent years has been pushed as the "modern whisky for modern tastes."

Planning the 1961 gift packaging lineup, Seagram decided that instead of pretty designs and fancy wraps, it would try to "find a design to fit the personality of the brand." Consequently, it decided to use the Calvert collection in advertising for the first time.

Calvert chose four of the most popular 19th century designs and from them made composite flasks. They shape up as four flasks, each has a molded title—Courage, Friendship, Liberty or Plenty. The only commercial identification they carry is a gold throat label, Lord Calvert, and a hanging booklet. The distillery number and the obligatory statement, "Federal law prohibits..." are blown into the bottoms of the flasks. As a result, "They will obviously get a lot of re-use, and they are found to be collectors' items themselves," the company said.

■ Beginning with *Life* Oct. 14, Calvert has lined up a total of 18 four-color pages in magazines. Other magazines on the schedule are *Esquire*, *Holiday*, *Newsweek*, *Playbill* and *Sports Illustrated*.

The standard ads, featuring the four flasks plus the ordinary fifth bottle, will run in October and November. But around Thanksgiving, four-color pages will show only the Horn of Plenty flask, which is being pushed as an appropriate Thanksgiving gift.

COLLECTORS' FLASK—*The House of Calvert is using these four-color magazine pages to push its specially-devised flask series for Lord Calvert this fall.*

A novel point of sale promotion will tie in with the Thanksgiving campaign. It will take the form of a counter dispenser for food and drink booklets carrying recipes dating from the original 13 states. "The whole promotion is quite a shot for Thanksgiving," Seagram said.

The newspaper campaign will follow the same formula. Using about 100 newspapers in key markets across the U.S., the b&w series will also break with the Thanksgiving push in November.

The flasks will sell at the regular Lord Calvert price (approximately $6 a fifth), and come only in fifths. In some states two-bottle packages will be available. The combinations there are Friendship & Plenty and Liberty & Courage.

Compton Advertising is the agency.

■ Seagram will round out the House of Calvert push with an additional 12 four-color pages in the same list of magazines for Calvert Reserve, while more than 50 newspapers are running one of the most concentrated r.o.p. color programs undertaken for the brand.

Calvert Reserve has also scheduled more than 1,500 poster showings in 66 cities. Sales promotion includes more than 30 displays for bars and stores.

Sullivan, Stauffer, Colwell & Bayles handles Calvert Reserve. #

Crown Zellerbach Consumer Division Promotes Three

Crown Zellerbach Corp., San Francisco, has promoted Clark M. Pettit, sales promotion and ad manager, to marketing operations manager, consumer products sales division. Glenn L. Warren has been named sales manager and Roy Kindred merchandising and sales promotion manager for the division. Neil P. Stewart continues as divisional advertising manager.

Clark M. Pettit

Mr. Pettit will coordinate marketing, advertising and sales promotion for Zee and Chiffon household paper products. He joined C-Z in 1952 as ad manager of the newly created consumer products division.

Jaeggin Joins AA in N.Y.; Bernard Named Int'l Editor

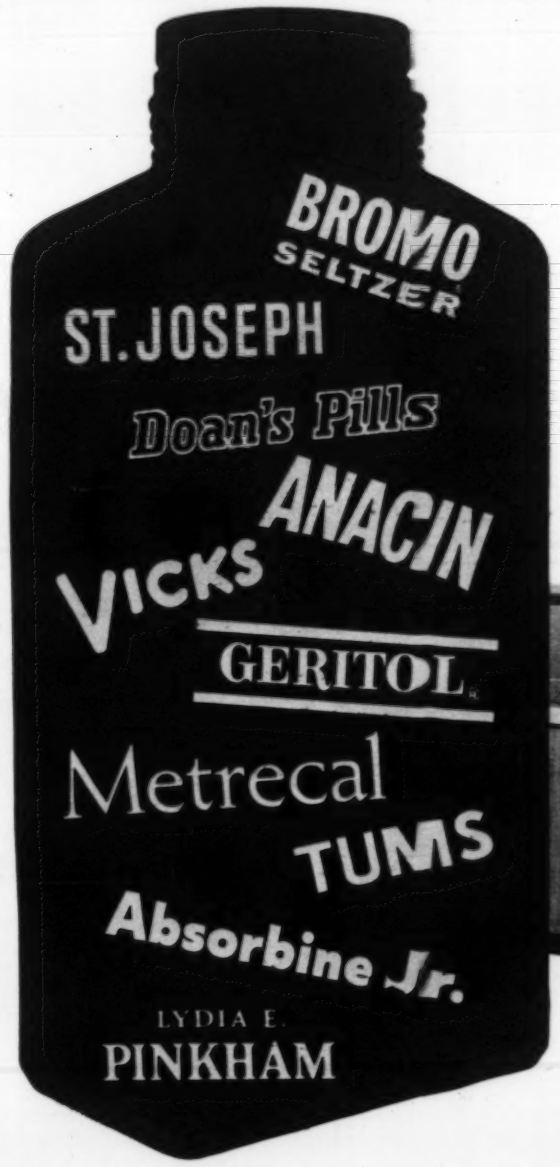
Albert H. Jaeggin has resigned as managing editor of *Men's Wear* to join ADVERTISING AGE Nov. 1 as a senior editor. Mr. Jaeggin, who was managing editor of *Advertising Agency* until that publication was acquired by AA in 1958, will have charge of editorial copy in the New York office.

Lawrence Bernard, formerly an associate editor in AA's New York office, has been named senior editor in charge of international advertising news. Mr. Bernard, who joined the weekly in 1950, succeeds Milton Moskowitz, who resigned recently to become a vp of Alfred Politz Research, New York.

'Country Club' Names Baron; Increases Ad Rate

Country Club, Mineola, N.Y., has appointed Charles Baron to the new post of director of regional advertising sales. Mr. Baron formerly was sales manager of Ebling beer and eastern regional sales manager of Carling Brewing Co. *Country Club* has announced that its circulation passed the 133,000 mark. Price of a b&w page has been increased to $1,000 on a 12-time basis. Rates are based on a guaranteed circulation of 125,000. *Country Club* is the official organ of 434 private country clubs in the U.S.

78.7% of total medical products linage in Indianapolis newspapers appears in The Star and The News



They're in...in Indiana
with The STAR and The NEWS
Morning & Sunday Evening

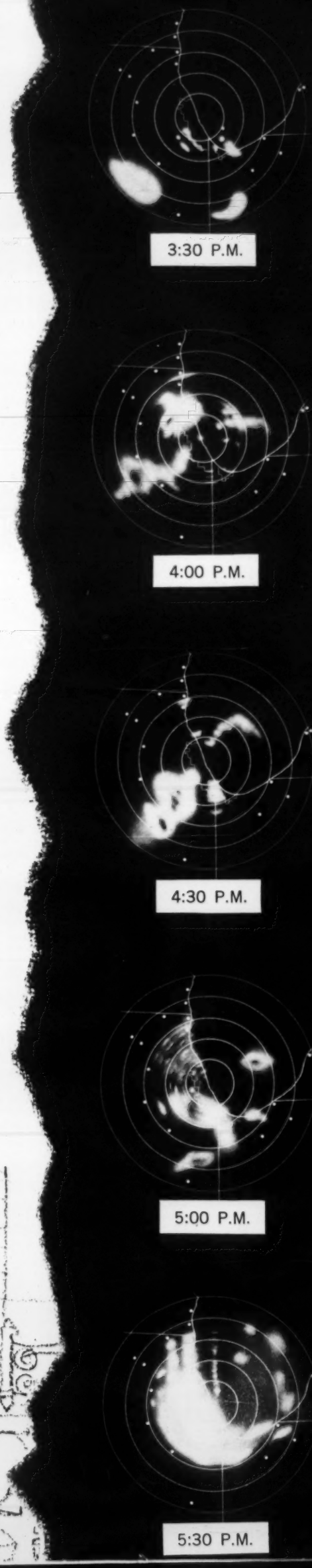
Your products can move into the 690,700 homes of Central Indiana, too—with frequent doses of advertising in The Star and The News.

To build solid distribution and sales in this $4.3 billion, 45 county market, use the saturation coverage (53.1% of ALL families) that only this powerful selling team can provide.

Here's the best way to create brand preference for your products, at low dollar cost!

The Indianapolis Star and The Indianapolis News

Kelly-Smith Company, National Representatives



Where were you the day WBKB missed the twister?

We were looking at it, aghast and agape! Here are the pictures to prove it. (Taken March 4, 1961.)

Did we do anything about it? No. Our weatherman, Warren Culbertson, was so surprised and found the formation so incredible, he was reluctant to call it a Twister for fear of panicking Chicago. After all, Chicago had not had a Twister in years. Culbertson had good company. Chicago's official weather forecaster, Joseph Fulks, and his staff also shared this reticence.

But radar doesn't lie. Only man is fallible. (Remember radar at Pearl Harbor? It didn't lie then either, and human failure permitted the enemy to attack although their planes were detected.)

Since then we have **believed** our radar. Our meteorologist, Warren Culbertson, has **shown** the weather accurately 680 times to Chicagoans, who have come to rely on WBKB for **accurate** weather forecasting.

Just as they rely on Alex Dreier for the **best** news.

And on Norman Ross for the most **informed** commentary.

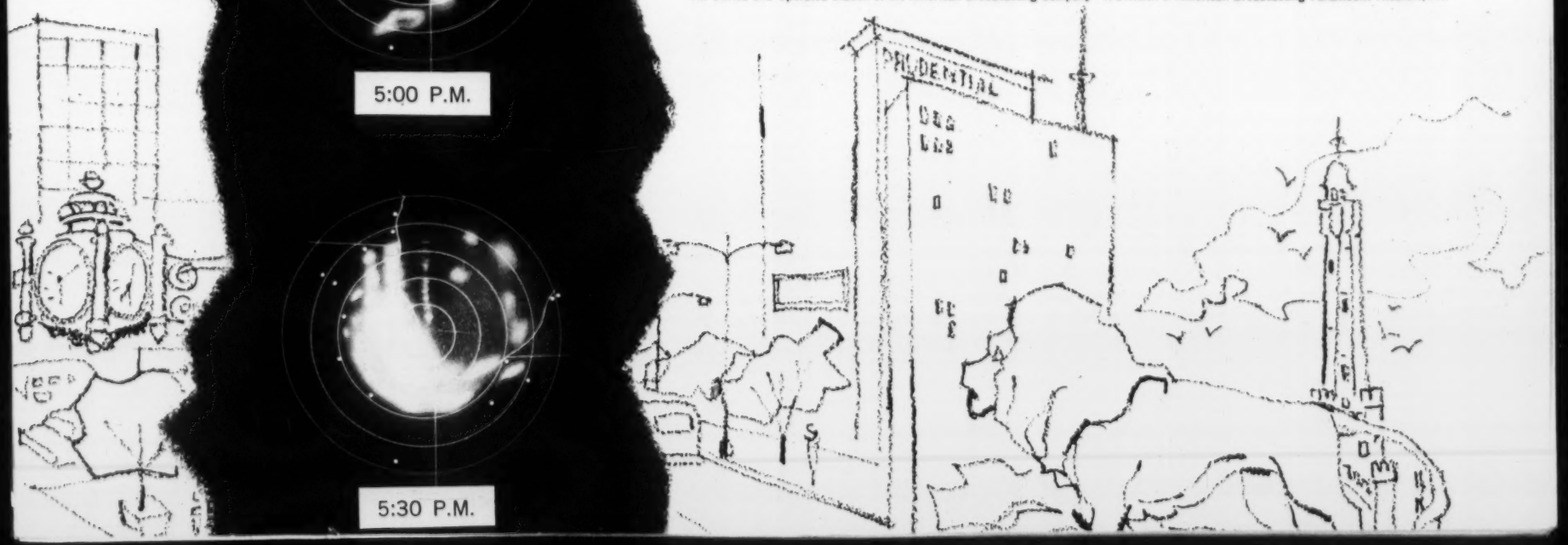
All this comes from the "Climate of Creativity" that pervades the studios and offices of Channel 7.

By the way—are **your** clients taking full advantage of WBKB's "Climate of Creativity"?

A GOOD CHICAGO HABIT

WBKB CHICAGO'S CHANNEL **7** abc *Americas most exciting network!*

An Owned-and-Operated Station of the American Broadcasting Company - A Division of American Broadcasting-Paramount Theaters, Inc.



$5,000,000 Push in '62 Will Back Knorr Soup Line

Best Foods Line Is Expected to Be in All U.S. Markets by February

NEW YORK, Oct. 24—The national marketing of Knorr soups, which bowed in northeastern, mid-Atlantic and midwestern states in September, is scheduled to start some time in February, ADVERTISING AGE has learned.

The seven-soup Knorr line, produced in a new Argo, Ill., plant of Best Foods division of Corn Products Co., will run a 17-market spectacular in *This Week Magazine* early in 1962. The ad, a repeat of seven four-color pages appearing in the other 26 *This Week* markets Nov. 12, will herald Knorr's entry in southern, southwestern and Pacific Coast regions.

Each of the successive, alternating pages will feature the campaign's central theme, "Take a kettle cruise of Europe" (AA, July 24).

(Campbell Soup Co., ironically, has been plugging a new Red Kettle line [AA, Aug. 21].)

The background of each Knorr ad pumps up nostalgia for the country where each soup is popular—golden onion soup in France, cream of mushroom in Denmark, smoky green pea in Sweden, chicken noodle in Holland, garden vegetable in Italy, beef noodle in England, and cream of leek in Switzerland.

■ Altogether, Knorr has budgeted around $75,000 for its two appearances in *This Week*. An additional spurt in First Three Markets newspapers on Nov. 12 is expected to lift this end of the tab to $500,000.

Earlier, a $2,400,000 campaign for Knorr had been contemplated, but reevaluations of the company's media strategy indicate this to be a September-through-December appropriation, with a minimum of another $5,000,000 set for the calendar year 1962.

Dry soups constitute less than 6% of the total soup market. Knorr's September debut found Best Foods stirring a competitive cauldron including Thomas J. Lipton Inc., Wyler & Co., and I. J. Grass Noodle Co. Lipton reportedly has held 95% of the business.

Campbell (with an estimated 85% of the prepared soup market) sounded its dry soup battle cry at almost the same instant as Knorr (AA, Jan. 30). The impending battle has led observers to ask this question: Can a newcomer with a foreign flavor, backed by the marketing histories and skills of a U. S. food giant, take on a soup leader in its own back yard? Knorr, anxious to know what competition is planning, this week said, "The only Campbell things we've seen have been a few ads to the trade."

■ On its own side of the fence, Knorr said, "We've been doing better than we thought. We're ahead of sales shown in our four test markets." But Knorr acknowledged it is fighting some familiar new bugaboos—demand, supply, and hard sell to the stores. In all cases, reported the company, consumer acceptance has been "excellent." But there has been occasional lack of coordination between manufacturing and retail demand, or—in particular—situations where store managers carry fewer than the seven soup varieties.

"But we're pretty well on target," Knorr said, "and the outlook is encouraging." #

TAKE A KETTLE CRUISE OF EUROPE
visit England . . .
with the faraway flavor of
new Knorr beef noodle soup...extraordinary!
TAKE A KETTLE CRUISE OF EUROPE
stopover: France . . .
your visa... the faraway flavor
of new Knorr golden onion soup...classic!
your guide: the faraway flavor of
new Knorr cream of leek soup...appetitlich!

KETTLE CRUISE—*Best Foods division of Corn Products will pour $375,000 into seven four-color ads like these, for Knorr dry soups, in the Nov. 12 This Week Magazine. The spectacular, said to be the largest ever run by a food manufacturer in a national consumer publication, will be on successive, alternating pages in 26 This Week markets. This matches Knorr's fall debut in northeastern, mid-Atlantic and midwestern areas. In early 1962, when Knorr goes national, an identical seven-page unit will run in This Week's other 17 markets. Spiced with words like "gustoso," "wonderlijk," and "dejlig," copy dips into Knorr's quickness, ease of preparation. Dancer-Fitzgerald-Sample is the agency.*

Whitman Publishing Sets TV Drive for Two Products

Whitman Publishing Co., Racine, Wis., will begin a spot television campaign for two new products in mid-November. The one-minute commercial for Giant Playmates, a to-be-assembled giraffe or robot, will be delivered by Art Linkletter. This will be carried in about 15 markets, starting Nov. 13.

Another minute spot will feature Wonder Color Rollers, a kit of paints and stencils. This will break Nov. 13 in approximately 18 markets. Both schedules will be run in children's shows. Joseph Reiss Associates is the advertising agency.

Niles Names Lange VP

Fred A. Niles Communications Centers, Chicago, has appointed Harry Lange, executive producer, a vp.

PROFITWISE
...SOME
NUMBERS
JUST
DON'T
ADD
UP

Local advertisers found it out a long time ago. So they spend their advertising dollars where they get, not just numbers, but customers. In New York, they advertise to the market's most responsive families...in the Quality Evening Newspaper that gets home, gets action, gets results . . . the World-Telegram. Year after year, the local advertisers give the World-Telegram total retail linage leadership in the evening field. No matter what you want to sell, follow the lead of the local advertisers . . . and the linage leadership of the World-Telegram. It delivers!

New York World-Telegram
NEW YORK'S QUALITY EVENING NEWSPAPER

Scripps-Howard General Advertising Offices:
230 Park Avenue, New York City • Chicago • San Francisco
Detroit • Cincinnati • Philadelphia • Dallas • Los Angeles

DYNAMIC BALTIMORE

2,000 industrial plants. 200,000 industrial employees. Over a billion dollars a year payroll in manufacturing alone. And growing, noticeably, by the month. Impressive as this is, industry is only one reason that Baltimore is dynamic. Within the next year and a half, 3½ million square feet of retail store space will be added in the Baltimore area. BALTIMORE HAS MONEY TO SPEND . . . lots of it. Proof: retail sales are up a fantastic 63.5% since 1948. In dynamic Baltimore, the Sunpapers are the market's dominant advertising medium far and away. And a few more figures will bear out this point. Half the families in the entire state of Maryland live within a 15-mile radius from the center of downtown Baltimore. In this compact area (roughly the ABC City Zone) an estimated 92% of all retail sales are made. In this same area, the Sunpapers have 80% of their 410,000 daily circulation (77% of it home delivered), and 82% of their 321,000 Sunday circulation (80% of it home delivered). No two ways about it—"in dynamic Baltimore, everything revolves around The Sun."

THE BALTIMORE SUNPAPERS

"Everything in Baltimore revolves around The Sun"

National Representatives:
Cresmer & Woodward—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

Circulation Figures: ABC Publisher's Statement 3/31/61

'Post' Finds More Men Share in Buy Decisions

Shopping Center Test Finds Centers May Have 50% of All Retail by '65

NEW YORK, Oct. 24—*The Saturday Evening Post* has disclosed some of the things it found out about shopping centers during its ten-day promotion at Northshore Shopping Center, in Peabody, Mass.

Around 90% of the customers, said the *Post*, bought 25% or more of their retail needs at Northshore or other shopping centers. There were 43% who shopped once a week, 31% twice a week and 15% three times a week. Fathers and mothers shopped both independently and together, about 50-50, but they were almost always accompanied by small children.

■ Jay Riddle, marketing manager of the *Post*, said, "This points up a much greater percentage of male buying decisions than is common in downtown and neighborhood stores; pending further research, it might well lead to recommendations for greater advertising and merchandising appeals to the man in the family."

He said store reputation ranked ahead of brand name familiarity as a buying influence; these were trailed by prices, convenience, services and credit arrangements. The *Post* also learned that, as shopping center extras, customers prefer a movie theater (29.8%), restaurant and lounge (20.8%), bowling alley (8.3%) and auto parts and service (7.6%).

According to the *Post*, whose cooperative stint with Northshore's 56 stores lured some 500,000 persons, here are the most popular items purchased at the center:

Women's fashions were bought by 79.6% of the customers; men's clothing by 63.3%; food by 61.5%; children's wear by 54.9%; home furnishings by 51%; drug and beauty items by 40%; furniture by 26.5%; hardware and housewares by 25.9%; major appliances by 21.8%; teen fashions by 21%; and electric housewares by 20.1%.

The magazine gained its data from 100,000 forms filled out by shoppers during the promotion, which was linked to the *Post's* new format. Total promotion investment by the *Post*, Northshore and participating brand name manufacturers was about $100,000. Some $3,000 worth of *Post*-prepared materials went into store decorating, and $20,000 in prizes was offered by 37 advertisers, including Eastman Kodak, Corning Glass Works, Fairchild Camera and Carter's Knitwear.

■ The *Post*, also with an eye toward the new magazine distribution facilities afforded by shopping centers, may decide to stage more promotions at other sites. It said that shopping centers now account for 25% of total U. S. retail sales; that 1,000 new centers are being built in 1961; and that by 1965 there will be 10,000 shopping centers, accounting for 50% of retail volume.

Pillsbury Boosts Edgley

Pillsbury Co., Minneapolis, has appointed William Edgley media manager of its grocery products division. Mr. Edgley, who formerly headed Pillsbury's central service center in Des Plaines, Ill., will serve as a liaison between Pillsbury marketing groups and their agencies with an eye toward integration and budget control of media purchases.

10 EXCITING DAYS OF VALUES! FUN! PRIZES!
THIRD ANNIVERSARY CELEBRATION at NORTHSHORE
SHOPPING CENTER
WEDNESDAY, SEPTEMBER 13 thru SATURDAY, SEPTEMBER 23
POST
SHOPPING ADVENTURE DAYS AT NORTHSHORE
$10,000 in FEATURE PRIZES! Ballots available in every store!
Schedule of Events
AMERICAN ADVENTURE TRIP FOR TWO
BY AMERICAN AIRLINES ROYAL COACHMAN JETSTREAM TO GLAMOROUS SAN FRANCISCO
WIN A $5,000
Steven Dohanos
And every day, The POST is giving away
A LIVE PONY PLUS A BALE OF HAY!
A DRAWING EVERY DAY SEPTEMBER 13 to 23!
AND KEEP WATCHING THIS PAPER FOR MORE DETAILS OF THE BIGGEST 10 DAYS IN NORTHSHORE HISTORY!

SHOPPING CENTER PROMOTION—*This is one of the 15 full page b&w newspaper ads run by The Saturday Evening Post and Northshore Shopping Center, Peabody, Mass., for their joint promotion. Ads appeared in 10 Boston-area newspapers and were backed up by 159 radio and 26 tv spots. Another 60 full pages were retailer-placed.*

Cut-Rate Offers Built Time Inc.'s Magazines: Linen

CHICAGO, Oct. 24—James A. Linen, president of Time Inc., today gave much credit for the growth of its magazines to the use of the much-discussed "cut-rate" introductory subscription offer.

Speaking at a *Life* presentation here, Mr. Linen recalled: "It was back in 1923 that Roy Larsen put to practice the idea of a short-term, introductory offer to subscribers, which could be converted at the end of that period to a long-term subscription.

"This has been the basic circulation pattern of all Time Inc. publications ever since," he said, "a pattern that has attracted the quality audiences of *Time*, *Life*, *Fortune* and *Sports Illustrated*."

As an indication of the effectiveness of such a practice, Mr. Linen noted that "a direct mail *renewal* offer of 25 months for $9.95 has had a remarkable success this spring and summer. In fact, never in *Life's* history have so many people put up so many dollars for so many months of *Life*."

■ Henry R. Luce, editor-in-chief of Time Inc., taking note of *Life's* 25th anniversary year, said the magazine will continue as a picture magazine for the next 25 years, "only better—with greater range of sympathy, and deeper depth of empathy.

"Our plot and scheme, our risk and hazard," he said, "is that *Life* shall dedicate itself to being a magazine of greatness." #

Jordan, Sieber, Ellington Affiliate

(Continued from Page 3)

William A. Bartel, president; and Paul Smith, senior vp and creative director. No Ellington people have been named officers of Jordan, Sieber. Paul E. Sieber will continue as chairman of the board with Charles R. Jordan as president.

■ The affiliation provides a propitious blend of services, the agencies believe. For Ellington, it affords strengthened services in the drug and health field, while it gives consumer experience to Jordan, Sieber which "in the past three years has become more and more involved in new products with direct consumer appeal."

The two agencies believe such a consumer-pharmaceutical combination is increasingly necessary with today's developments in new products—such as polyunsaturated margarines, freeze-dry meat products and drug discoveries in the realm of respiratory infections, psychostimulants and geriatric products.

■ Among the major accounts at Ellington are Celanese Corp. of America, Wellington Sears Co., *Good Housekeeping*, and Mary Carter Paint Co., plus a number of hotels and travel accounts. Major accounts at Jordan, Sieber include Armour Pharmaceutical Co., Cook-Waite Laboratories, Dorsey Laboratories and Pitman-Moore Co. #

VIP BRIEFING—*Marshall Haywood Jr., National Business Publications board chairman and president of Haywood Publishing Co., and Robert E. Harper, NBP president, were among the 50 association members briefed in Washington last week by Commerce Secretary Luther H. Hodges on the Department of Commerce's recent reorganization aimed at broader services to business. Department officials last month held a similar session in New York with members of Associated Business Publications.*

'American Weekly' Weighs Rates for Lopped List; 'Parade' Hikes Discounts

Rates for Supplement's New Lineup Expected to Be Released in Week

NEW YORK, Oct. 26—All eyes were on *The American Weekly* in the Sunday supplement field today. But the weekly turned shy and remained mum after these events:

• Two weeks ago (AA, Oct. 16) word leaked out that the embattled publication would "eliminate some conflicts" in its distribution roster. Last week it became generally known (AA, Oct. 23) that it planned to lop off 21 of its 30 markets after the Dec. 31 issue. That would limit its distribution to Hearst newspapers.

• In addition, a report had the weekly angling to stay in *Chicago's American* (owned by Tribune Publishing Co.), thereby raising its newspaper outlets to ten. The supplement's space sales would continue to concentrate, as in the past, on (1) full run, (2) eastern regional, and (3) western regional buys, but with a lower number of newspapers.

• It was reported that *American Weekly* brass was meeting to determine the publication's future status, particularly its ad rates. These are expected to be released "within a week," along with an over-all statement.

• The company has contracts with all non-Hearst newspapers on its list. While these have been "agreeable" to the pull-out, the situation still poses plenty of red tape for the supplement.

■ One of the big changes that will come via *American Weekly's* decision will be the further elimination of back-to-back coverage (i.e., where two or more supplements are inserted in the same newspaper) in many markets.

In the period ended Dec. 25, 1960, *American Weekly* appeared in the following newspapers along with *This Week Magazine*: *Cincinnati Enquirer*, *Cleveland Plain Dealer*, *Detroit News*, *New Orleans Times-Picayune*, *Philadelphia Bulletin*, *St. Louis Globe-Democrat* and *Wichita Eagle-Beacon*. The total average circulation was around 3,257,753. By this fall, the number had dropped to four: the *Detroit News*, *Philadelphia Bulletin*, *Portland Oregonian*, and *St. Louis Globe-Democrat*, and an average circulation of 1,648,322.

In 1960, *American Weekly* and *Parade* were both in the *Buffalo Courier Express*, *Denver Rocky Mountain News*, *Portland Oregonian*, *Syracuse Herald-American* and *Washington Post & Times-Herald*.

■ Adding up the totals, as of Dec. 25, 1960, *American Weekly* was back-to-back with other supplements in newspapers whose circulations totaled about 4,689,524.

By Sept. 30 of this year, duplicated circulation between *American Weekly* and *Parade* or *This Week* accounted for about 2,806,405 copies every Sunday—out of an 8,544,535 circulation.

Hearst men have been quick to point out that duplication, per se, is not necessarily the primary cause of a supplement's ills because "it takes two to duplicate."

Currently, *This Week* appears in 43 newspapers, *Sunday* in 28 and *Parade* in 65. Recently, *Parade* announced that, as of January, it will add the *Dallas Times-Herald*, *El Paso Times*, *Houston Chronicle*, and *St. Paul Pioneer Press*.

Family Weekly will be distributed by the *News*, Fort Lauderdale, Fla., beginning July 7, bringing total circulation to 5,419,738 through 198 newspapers. #

'Attitude' Boosted 'Parade' to 2nd Place, Motley Tells Detroiters

DETROIT, Oct. 25—Parade Publications made a "180° turn" in its pricing policies for 1962, Arthur H. (Red) Motley stated today. "And if I'm wrong," he added, "then, on the same volume of linage as in '61, I'm going to lose $500,000."

He apparently was referring to *Parade's* announcement in New York this week that a new set of discounts will go into effect Jan. 21. Advertisers which run six pages a year will receive a 5% discount instead of the current 3%; 13 pages, 10% instead of 8%; 26 pages, 14% instead of 12%; 39 pages, 17% instead of 15%; 52-page advertisers will receive 20% off, versus 18%.

One-time page rates will go from $30,710 to $32,625 for b&w and from $39,130 to $41,570 for four-color. *Parade's* circulation base will move from 9,982,283 to 10,604,430, the announcement said.

■ Mr. Motley, president of Parade Publications and luncheon speaker today at the seventh annual sales management conference of the Sales/Marketing Executives of Detroit, said he took a month to make up his mind, with much soul-searching.

"And it took a little guts," he admitted. But it is time, he said, to "accept the fact that conditions change, and we'd better change with them."

Mr. Motley's topic was "Attitude." It's attitude, he contended, that spells the difference between success and failure in business.

Mr. Motley admitted that *Parade* is now a "good second" in the field, but he said he is not worrying about being first. "I'm worried about how much money I can make to put back into product improvement, research, pensions and other fringe benefits."

The *Parade* leader said that when he was asked to be president of Crowell-Collier in June, 1945, he did something he had not bothered to do in 18 years with the company. He said he examined the organization, and when he saw the attitude of the people, he left.

"All they were interested in was dividends," he stated. "Circulation and revenue were at an alltime high, but profits were not. I found I couldn't do anything about their attitude."

■ Thomas B. Adams, president of Campbell-Ewald, stressed the need for flexibility, particularly in marketing and advertising, to alleviate the pain of profit squeeze.

"To the manufacturer or seller of services, marketing is a major field, and advertising is just part of it," he said. "To the advertising agency, advertising is a major field, and marketing is just one part of it."

These two relationships must be thoroughly understood if the profit squeeze is not to become too painful, he explained. "The business man must not rely too blindly on advertising, but must surround it with more intelligent, more sensitive marketing.

"The advertising agency, conversely, must not allow its recent love affair with marketing to obscure its primary task, which is the creation and placement of persuasive communications." #

Ryder Joins J. M. Mathes

William Ryder, formerly a vp of Grant Advertising, Miami, has joined J. M. Mathes Inc. as a vp. He will be in charge of the agency's Miami office.

Take a Look at All Three

There are three major metalworking weeklies to consider for 1962 media decisions: Iron Age, Steel and Metalworking News.

You can't pick between two any more. Make a choice, but look at all three.

Any publication—especially in metalworking—that racks up a paid circulation of over 27,000 in its first year deserves your most serious consideration.

METALWORKING NEWS—A Fairchild Business Newspaper

THE BIG DIFFERENCE IS NEWS

4A's Labored, Brought Forth Mouse: Britt

Running Agency Means Reconciling Creativity, Business: Rubel to MAAN

CHICAGO, Oct. 27—A charge that the "thought leaders" survey released this month by the American Assn. of Advertising Agencies was a waste of time and "told us nothing very new" was made today by Steuart Henderson Britt, professor of marketing at Northwestern University and editor of the *Journal of Marketing*.

"The length of gestation, from the time of insemination to the date of the delivery of the Four A's report (AA, Oct. 16), suggested that nothing smaller than a moose would be born," he said. "But what a surprise to find that modern midwifery produced only a mouse—and not a very big mouse at that."

Mr. Britt, addressing a meeting of the Mutual Advertising Agency Network, listed four targets for a program to improve advertising: "The advertising industry itself; the great middle majority of people who are influenced by advertising; opinion leaders; and government officials.

"Until the people in all the different facets of advertising join forces," he said, "not much will be accomplished with the other three groups.

"On the whole," he added, "advertising men have completely neglected their obligation to form some sort of a super holding organization that can truly represent them with the masses of people, with opinion leaders, and with federal, state and city officials."

■ The problem of successful management in an agency, Ira W. Rubel, agency consultant, told MAAN, is the successful reconciliation of two points of view. These are: "(1) How to nurture and develop the greatest amount of creativity, and (2) how to manage the agency like a business."

The answer, he said, is "a professional approach to the performance of personal services."

The business man and the creative man in the agency, "working as a team, can understand the implications of the agency's work for a client," Mr. Rubel said, "and with such knowledge, they will be in a position to control the operations costs and agency compensation." ≠

Guerrant to Head MacFarland, Aveyard

CHICAGO, Oct. 27—David E. Guerrant, who resigned last week as president of John W. Shaw Advertising (AA, Oct. 23), will join MacFarland, Aveyard & Co. Nov. 6 as president.

David E. Guerrant

Mr. Guerrant will succeed A. E. Aveyard, who will become chairman of the executive committee. Hays MacFarland, who will continue as board chairman, also has been chairman of the executive committee.

MacFarland, Aveyard is expected to announce some other promotions next week. Mr. Guerrant currently is in Europe and will return to the U.S. at the end of next week.

Sunbeam Frypan doubles as Mother Hen

SUNBEAM PUSH.—*Sunbeam Corp. will launch a "new look" campaign Oct. 30 for its portable appliances with page b&w ads like this one in the Chicago Tribune, Los Angeles Times and New York Times. Two other ads will run in November in the same dailies. Perrin-Paus Co., Chicago, is the agency.*

ABC Herds 'Wagon Train' Away from NBC Beginning in '62

NEW YORK, Oct. 26—The aggressive ABC Television network has struck again.

In this week's offensive ABC rolled off with one of the National Broadcasting Co.'s most popular shows, "Wagon Train." This is the second successful raid on NBC's corral; the first foray captured Ernie Ford for daytime exhibition on ABC starting in the fall of 1962.

Most sources termed the deal between ABC and MCA's Revue, producer of the high-flying western, a $20,000,000 agreement. The network was said to be paying $10,000,000 for two new years of shows and another $10,000,000 for a backlog of 189 films. ABC officials said only that the program was acquired at a "fair, competitive price." The switchover date for "Wagon Train" is the fall of '62.

■ NBC's version of the story was that it had been given an opportunity to renew, but that it wanted no part of a deal which would require re-running 189 films three times each in two years to make it pay off. An NBC spokesman said NBC did not feel the future of tv lies in "glutting" the broadcast schedule with "replayed westerns." NBC owns part of the residual rights to "Wagon Train" and will share in the residuals from their replay on ABC. Estimates of NBC's financial equity in the backlog runs as high as 25%.

"Wagon Train," sponsored by Ford, R. J. Reynolds and National Biscuit, is NBC's Wednesday night rating bellwether. It probably will continue in the current Wednesday time spot—7:30 p.m. (EST)—on ABC, according to Thomas W. Moore, vp in charge of programming.

■ The re-runs are expected to be programmed with other western and adventure repeats in the 11:15 p.m. to 12:15 a.m. (EST) period. If this plan goes through—it was considered and postponed for the '61 season—it will add an hour to the Monday-through-Friday program service of ABC.

ABC's second major piece of programming news involved "Yours for a Song," a new game show with Bert Parks. This will replace "Love That Bob" reruns in the 11:30 a.m. Monday-through-Friday (EST) period as of Dec. 4, and as of Jan. 20, it will also be seen Saturdays at 7:30 p.m., taking over a part of the hour now filled by the "Roaring Twenties."

Harwyn Adds Regal Barter Shop in Deal With Exquisite Form

NEW YORK, Oct. 25—Harwyn Publishing Corp., publisher of children's encyclopedias, has acquired all the assets of Regal Advertising Associates, a barter agency holding $2,500,000 in radio and tv time, from Exquisite Form Brassiere.

In exchange, Harwyn gave Exquisite Form 110,000 shares of its common stock, valued at $1,400,000. Harwyn will use the radio-tv time to promote "Art Linkletter's Picture Encyclopedia for Boys & Girls" and some other books. Harwyn also plans to acquire other companies whose products could be advertised on the available time, according to Stanley Grayson, exec vp and general manager of Regal.

Regal will operate as a wholly owned subsidiary of Harwyn. It also will continue to operate independently as a supplier of radio and tv time to its house accounts. Harvey R. Siegel, president of the publishing company, said he plans to increase the agency's staff, but no moves have yet been made in that direction.

Mr. Grayson explained that Regal Advertising sells films and other properties to stations for cash. The money is then used by the agency to buy time on the stations for Regal clients, with purchases being made at the full card rate, he added.

■ Most of Regal's time has been used in the past to advertise Exquisite Form products. Other recent clients include Sardeau Corp., for its Sardoettes, bath water softener; and Lewis Research Labs, for Stain-Aid and Septi-Kleen, cleaning aids. ≠

National, Eastern Hassle Over Ads for EAL-American Flight

NEW YORK, Oct. 26—It was a busy week all around for the airline industry:

National Airlines and Eastern Air Lines exchanged words over a new Miami-San Francisco cooperative run by Eastern and American Airlines; major carriers began scrapping some promotional panaceas that were scarcely weeks old; and a boost in air fares appeared to be forthcoming.

The situation between National and Eastern, longtime rivals, went like this: Eastern and American announced on Oct. 3 that they would inaugurate the Miami-San Francisco joint flights Nov. 1. These would include an intermediate stop at Chicago's O'Hare Field. American's crew would fly the jet craft on the San Francisco-Chicago leg, and Eastern would pilot the Chicago-Miami end.

■ National contended that Eastern's ads were "unfair and deceptive" because there was no mention of the Chicago stop. It told the Civil Aeronautics Board that it was "difficult to escape the conclusion that there is some element of intent behind this omission."

On the ad side, Eastern asserted that its copy was directed toward the potential San Francisco travel market, and that it wanted to avoid diverting passengers from its other Miami-Chicago jet and prop runs. The carrier added that it was "not customary practice" to list intermediate cities for single or multi-stop flights. It recalled National's "own current advertising" of that line's "Miami-California service in New York and other newspapers."

Eastern's agency is Fletcher Richards, Calkins & Holden. Marschalk & Pratt handles National, while Doyle Dane Bernbach has American's business. ≠

Lee Feemster Robbins O'Mealia

OAAA CONVENTION—*Present at the 63rd convention of the Outdoor Advertising Assn. of America in Hollywood-by-the-Sea, Fla., were Kent H. Lee, president, Outdoor Advertising Inc.; Robert W. Feemster, chairman, executive committee, Dow Jones Co.; Burr W. Robbins, president, General Outdoor Advertising Co.; and Harry O'Mealia Jr., chairman OAAA, and president, O'Mealia Outdoor Advertising Co.* *(Story on Page 1).*

U.S. Ought to Send Magazines Abroad: MacNeal

PITTSBURGH, Oct. 24—The U. S. is missing an important propaganda bet by failing to make American publications available abroad, Robert E. MacNeal, Curtis Publishing Co. president, told the American Photoengravers Assn. at their 65th annual convention here yesterday.

We should concentrate on the still undominated peoples, he advised.

"We sometimes console ourselves with the thought that we could make friends with the people behind the Iron Curtain if only we could reach them," he said. "Yet there are millions of potential friends and allies still outside the Iron Curtain who would far better understand our way of life and our good intentions toward all, if they had access to enough of our print media.

"Operations such as Magazines for Friendship deserve the fullest support, yet get precious little of it. We could lose the good will of these millions by default unless we take positive action with the means available to us."

■ Print's arch rival, television, has both hurt and helped print media, Mr. MacNeal said.

"It [tv] has made the public aware of places and people and processes that have given print media tremendously broader scope in subject matter and philosophy. Broadcast media are static, in that one can be exposed to them without necessity for mental effort, whereas reading is a dynamic medium because you can get something out of it only by giving something of yourself to it.

"The intellectual curiosity created by television cannot be satisfied by television. Even in adversity we can find opportunity."

■ Robert E. Borden, recently appointed executive director of the Print Promotion Council, outlined the council's promotion plans, which call for a $1,500,000 budget by 1963, its first full year of operation. ≠

Shell Got Rates, Position, Support From Dailies: Frey

NEW YORK, Oct. 24—How has Shell Oil Co. fared with its 1961 newspaper campaign?

Pretty well, according to Samuel Frey, vp and media director of Shell's agency, Ogilvy, Benson & Mather. Mr. Frey, talking before the New York chapter of the American Assn. of Newspaper Representatives last week, summed it up this way:

About 25% of the newspapers on Shell's roster had discounts when the company kicked off its campaign at the start of the year. Now the figure is 71%.

"It was not our purpose, however, to interfere with newspapers' discount structures; we believe the discount movement was under way and that we spurred it," said Mr. Frey. He urged representatives to "continue" the movement, because "in days to come the competitive advantages of one medium over another will be more important."

■ Shell has received "complete cooperation" on special positions from newspapers. "Of 12,500 individual insertions, about 6,875 were on the back page of a newspaper or section—which I think is unique," he said.

Shell's requests for merchandising elicited "great ingenuity," Mr. Frey said; "almost every newspaper on the list followed through." ≠

Hertz 'Auto Bank' Plan Bows; Little Ad Activity Planned

NEW YORK, Oct. 27—Hertz Corp. has announced a plan to buy cars from motorists at 15% above the market price, reimbursing the sellers with credit for car rentals from the Hertz fleet.

The company said little or no advertising will be used, because the plan is "pinpointed to a very confined group of people." Instead, Hertz will rely on personal contacts through salesmen to spread word of the "auto bank" plan. Direct mail may be used, but not on any regular basis. Norman, Craig & Kummel is the agency.

■ Under the plan, Hertz would pay motorists $2,300, for example, on a car worth $2,000 on the used car market. The purchase price would go into a credit account established for the seller, good in any of the company's 1,000 U.S. and foreign locations. The motorist also gets a "check book" which he can use to authorize car rentals against his account for anyone with a driver's license. He receives a monthly invoice showing credit rentals and credit balance.

The plan, which has been tested in Chicago, is being introduced initially here, in Philadelphia and Chicago, with Los Angeles, San Francisco and Washington to follow in a few weeks. Other cities throughout the U.S. will be added to the list in the "near future," the company said. During the Chicago test of the new service, direct mail was sent to upper-middle income car owners living in the congested central city area.

"Our studies reveal that because of the high fixed costs of operating a car in congested urban areas, motorists whose car usage averages less than 10,000 miles a year can effect savings by using a rented vehicle when they actually need a car," R. A. Petersen, Rent-A-Car general manager, said. ≠

Preprint color

brings IMPACT to Chrysler power!

Another advance pioneered by Chrysler Corporation! During the week of October 16, millions of new car buyers were jolted by this striking newspaper advertisement... the car—"Chrysler 300"... the color—"festival red"... the agency—Young & Rubicam, Inc.... the medium—newspaper Preprint Color...

Appearing in 13 major newspapers coast-to-coast, Chrysler '62 continues the trend for expanding industry interest in this new and dynamic marketing innovation.

Preprint Corporation was formed to provide direction for the development and use of newspaper Preprint Color, and to provide a service to advertisers and agencies for the creation and the execution of Preprint campaigns.

We represent a network of major Gravure printing organizations, capable of providing the quality and quantity required for test runs of several hundred thousand up to national schedules of 30-40 million. With plants located in Nashua, N. H.; Saratoga Springs, N. Y.; Dayton, Ohio; Cincinnati, Ohio; Battle Creek, Michigan; Menasha, Wisc.; and Los Angeles, Calif.; this year we will participate in industry usage of this medium in excess of 300 million newspaper impressions. Innovated from within the advertising industry... Preprint Color has grown from 5½ million in 1958, 24½ million in 1959, 116 million in 1960, to the estimated 300 million this year. The prediction for 1962 is 600-700 million.

Preprint Color is produced by gravure printing on a premium newsprint sheet. The Preprinted sheet is rewound to the individual specifications of newspapers selected by the advertiser. With few exceptions, these may be scheduled in every newspaper in the country. For runs up to 5 million, the lead time is 8 weeks from submission of artwork. Longer periods are required for larger runs. The newspapers can overprint individual copy tailored to the needs of each market... for dealer listings, coupons, regional prices or test ideas.

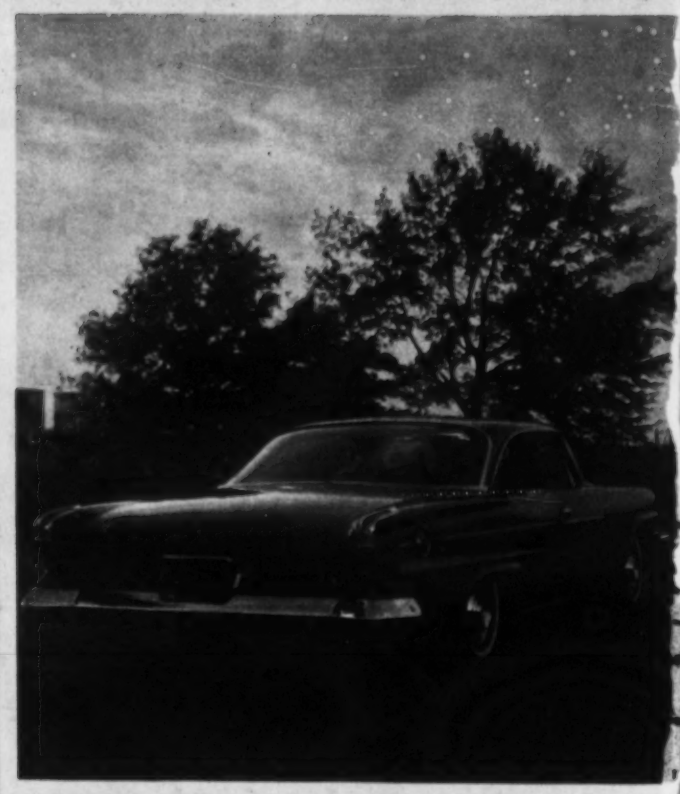
A function of Preprint Corporation is the development of price estimates.

An important collateral advantage is the use of overruns on higher grade sheets for advance trade promotion, merchandising pieces or point of sale material.

If your imagination is in any way stimulated, explore with the Preprint Corporation how this new and potent marketing instrument may contribute to your corporate challenges... of new product introduction... and effective product movement in an ever-expanding and competitive economy.

Preprint Corporation

305 East 46th St., New York 17, New York—Plaza 1-2056



DeWolf Tells New Plan for Grading of Industrial Ads

NEW YORK, Oct. 24—John W. DeWolf, vp of research of G. M. Basford Co., proposed last week a system of grading industrial ads that would equate advertising readership studies.

Mr. DeWolf made his suggestion at the Industrial Advertising Research Institute forum here. He said the new system came out of a year-and-a-half study of the rating problem by the IARI ad readership council.

■ The researcher said that ads scoring in the top one-sixth, for instance, of those checked by Starch, AdGage, Readex or Shepard, would be given an "A," with a special category of "A+" for ads scoring in the top 5%. As many as three sets of grades would be used, showing how the ads ranked (1) among ads the same size, in the same product class and (2) among all ads. Ads which didn't score in the top group would be given lower grades—down to "E."

Mr. DeWolf explained that a letter grade of "A" would mean that an ad is in the top one-sixth "historically—not of just that one issue, where its position might be influenced by an unusual number of very good or very poor ads—but with the top one-sixth of ads which had appeared in that publication in the past year."

■ Publications participating in the new system, effective with their January, 1962, issues, are *American Pressman, Architectural Forum, Business Week, Concrete Products, Construction Methods, Electrical World, Electronic Design, Machine Design* and *Media/Scope. Oil & Gas Journal* has signed up for the program, but hasn't yet set a date for its first report. #

KMOX-TV, St. Louis, Offers TV Reading Service

KMOX-TV, St. Louis, has begun a tv reading service designed to stimulate reading by students and assist them in selecting tv programs. The station submits lists of selected programs to a committee of librarian and school curriculum consultants who make up reading lists based on these programs.

Listed books are classified according to school grade levels and appropriate viewing time is considered in recommending tv programs for younger children. The committee then submits the lists to public, parochial and private schools for distribution.

Porter Will Retire Jan. 1

Robert F. Porter, who founded Robert F. Porter Co., Winston-Salem, N. C., in 1946, will retire from the agency Jan. 1. Mr. Porter started his ad career with General Outdoor Advertising Co.; he worked for GOA for 21 years before opening his own agency. Mr. Porter's son, William C., is currently president of the agency.

Melander Opens Own Shop

Melander & Associates, a new advertising and pr agency, has established offices at 588 S. San Vicente Blvd., Los Angeles. Vernon L. Melander, head of the agency, formerly was with Beatrice Foods as ad manager and as creative director of several Los Angeles advertising agencies for the past five years.

American Enka Names Holmes, Kaner Merchandising Directors

American Enka Corp., New York, has reorganized its merchandising activities on a regional basis, and named S. W. Holmes, formerly director of merchandising, rayon merchandising director. He will report to Dr. Frits Prakke, vp and general manager of the rayon division.

At the same time, Jay Kaner, formerly ad and merchandising manager, has been named nylon merchandising director. He will report to Claude S. Ramsey Jr., general manager of the nylon division.

Goodrich Names Coale, Lakin

Edward H. Coale, formerly sales and marketing vp of Seabrook Farms, has been named to the new post of general sales manager of the consumer products division of B. F. Goodrich Co., headquartered in New York. He will be in charge of all domestic sales of consumer products except tires and footwear. J. R. Lakin, formerly sales manager of Packard Electric Co., a General Motors division, has been named to the new title of vp, marketing, B. F. Goodrich Tire Co., Akron.

Ceramic Acquires Heckel

Ceramic Publications, Cleveland, has acquired Heckel Publishing Co., Philadelphia, publisher of *Paint Industry* and *Technical Yearbook & Materials Manual*. Frank Borowsky, publisher of *Paint Industry*, will remain on the staff as consultant and Frank Connelly has been named eastern advertising manager, headquartering in Philadelphia. The editorial offices of *Paint Industry* will be moved to Cleveland.

The people* who buy most of what you have to sell

read THE PLAIN DEALER

YOUR BEST NEWSPAPER ALL DAY IN CLEVELAND, OHIO

* *Did you know that the Cleveland Market's Retail Sales are larger than anyone of 38 Entire States?*

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Travel and Resort Representatives: The Corfield Co., 527 Lexington Avenue, New York 17, New York

The Worcester Telegram-Gazette carries more Retail Grocery Linage than any other newspaper in New England*

what a fabulous plate to set before the food advertiser!

*Source: Media Records Inc. 1960

The Editorial Viewpoint . . .

Clash in Boston

Last week at the Boston Conference on Distribution a longtime and vocal critic of advertising, Dr. Colston E. Warne, of Amherst and Consumers Union, crossed swords with Harry Harding, exec vp of Young & Rubicam and former chairman of the Four A's. We hope you read the story, because it is illustrative of the general position taken by critics of advertising and some of the difficulties inherent in answering them. Mr. Harding did very well.

But Dr. Warne took advertising to task for a variety of "faults" ranging from promotional allowances to dealers, to irrational appeals, to lowered quality control, to mergers. Last spring, in a somewhat similar debate at the Washington meeting of the AFA, he was critical of advertising on the ground that it spends too little time explaining what products are about.

It is difficult to sort out any particular section of Dr. Warne's remarks for rejoinder, but let's take one: His notion that advertising should be a full disclosure of merits and demerits of a product.

Dr. Warne is simply missing a point, and not because he doesn't know it. Advertising is never objective, never detached, never impartial. Advertising is a special pleader. It puts forth the best case for a product or service it can make. It represents to the advertiser much of what is represented by the services of a lawyer in court—the opportunity to state the facts in the most advantageous way.

Suppose Warne's Law were taken literally. Can you imagine an advertisement written for a hotel, for instance, that tells about its services, features and prices—and then goes on to say that the rooms are small and haven't been decorated since 1928, that the elevator service is uncertain, that the area in which it is located is deteriorating, and that the staff is sullen? Who would want to stay there? Who would pay for the ad? What innkeeper would confess to these faults —in advertising?

Dr. Warne knows better. Over the years he's had a good time as a persistent critic of advertising and (who knows?) may have performed a service in the process. He now seems to feel competent to take on our whole economic system, and it's hard to imagine a less attractive title to most American ears than a "Consumer's Manifesto" —which has a certain similar ring to a document most Americans, including those in the consumer movement, have reason to regard with revulsion.

Department of World Affairs?

In Chicago last week, at the Audit Bureau of Circulations meeting, Charles H. Brower, president of BBDO, proposed the creation of a government department to sell and advertise America worldwide.

From time to time over the years advertising men have lamented how poorly sold the U.S. has seemed to be, and wept for the government's lack of appreciation for their talents for propaganda.

The general lineup Mr. Brower sketched—sales manager, advertising manager, field sales staff—seems sensible enough. But the difficulty in getting anything like so simple a setup in the present interlacing labyrinth of government agencies interested in international propaganda is incalculable. Where, for instance, would the State Department fit? Or USIA? Or CIA? Or the Peace Corps? And can the difficulties of getting a copy platform pieced together be imagined?

Homage to 'Jake' Sawyer

Elsewhere in this issue is an obituary on J. H. Sawyer, of Sawyer-Ferguson-Walker, newspaper representative. It is difficult to appraise the contributions of Jake Sawyer to the newspaper and advertising business, because in many cases those contributions were not easily acceptable in business when Jake was pushing for them.

What distinguished Jake Sawyer over the years was his ideas. He had them; he was engrossed by them; they possessed him. In the pursuit of an idea, Jake was willing to trample on a lot of sensitivities and protocol if it were necessary to bring that idea to fruition.

The newspaper food editors conference and the r.o.p. color conference were largely traceable to Jake and his persistence. He fought hard for recognition of color in newspapers. He was the veteran of many internecine fights, and they left a residue of resentment which at times prevented his being as effective as he might have been.

On balance, the advertising business is richer for his contributions, and his many friends will miss his active and probing mind, his impressive knowledge, and his tremendous energy.

Aw, Come On, Howard

Howard Gossage, the south half of Weiner & Gossage, was telling a group out in San Francisco the other night that what advertising needs is more information about how to please and entertain its audience. Mr. Gossage writes very entertaining copy, and perhaps it is natural he might feel this way. But among the evident trends in the business is an appalling tendency to substitute entertainment for either facts about the product or persuasion to buy it, and we doubt that it's a healthy trend.

Gladys the beautiful receptionist

—Bill Arter, Byer & Bowman Advertising Agency, Columbus, O.

"He claims he's the power assist on the steering committee."

What They're Saying . . .

Surplus Persuasion

Critics of the advertising industry, including some prominent New Frontiersmen, have long been accusing Madison Ave. of persuading us poor consumers to buy things we allegedly don't need. Like tailfinned automobiles, for instance.

You might suppose that the decline and fall of the tailfin pretty well established the sovereignty of the consumer's fancy, yet the notion persists that advertising men practice black magic on the buying public.

But consumer spending is now lagging, at least in Washington's view; hence, selling has suddenly risen in official esteem. Just the other day, Under Secretary of Commerce Edward Gudeman told an assembly of admen that they should develop and market "products that will fill the consumer's unsuspected needs." Indeed, "the men and women who know how to stimulate demand" owe it to the country to do so.

Well, it's all very interesting. First we consumers are unpatriotic if we "squander" our money; now we're unpatriotic unless we let ourselves be sold on spending more money on more things. Perhaps one of our unsuspected needs is a little less persuasion from on high.

—Editorial in the Wall Street Journal, Oct. 20.

'Holiday' Slays a Monster

We should do everything we can to keep alive in our children the joy that comes from poring over the printed page, alone, in a world of wonder and promise.

And if we are tempted to imagine that literature's job can be done by the flickering images, on a television screen, of cynical, overpaid, incompetent actors pretending to be beaten over the head or kicked in the stomach or harmlessly shot through the heart by blubbering morons in the name of excitement and to the glory of the sales chart, then we should think again—immediately, and truthfully. Heaven knows, we are grown up. There is still time for our children to have something to respect us for.

—From "A Word with Our Readers," from the editors of Holiday, November, 1961.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN**, executive vice-president and general manager. **J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"Dentists battle over toothpaste ad policies," the headline says.

In spite of the fact that all the dentifrice ads say, "See your dentist twice a year."

•

"Funny stuff still popular among users of radio," reports the world's greatest advertising journal.

A better description might be, "Stuff intended to be funny."

•

"30,000 top retailers in the appliance-radio-tv-housewares field spill more coffee on *EM Week* than on any other business publication," the ad says.

Another hazard of the Monday morning coffee break.

•

W. B. Murphy, president of Campbell Soup, says advertising expenditures and sales were both at record highs during the past fiscal year.

There must be a connection.

•

"The excitement in photography" is the theme of an exciting promotion ad by J. Walter Thompson, which just might have drawn its inspiration from the leading photography advertiser.

•

"Who buys the bacon in Houston?" asks the *Post*, and an even more important question might be, "Who brings home the bacon?"

•

Abbott Laboratories International, which mails postcards from abroad to doctors all over the world, may have the ideal job for a multilingual production manager.

•

St. Paul Insurance is now using the first advertising addressed to the public in its 108-year history.

It always takes a little while to make up your mind on an important matter.

•

Charlie Brower suggests a new Department of World Affairs to sell and advertise America to other countries.

This is such a simple and uncomplicated idea it can't possibly appeal to our statesmen in Washington.

•

An advertising agency uses a blind classified ad to announce, "We want new advertising accounts."

So do a lot of other people.

•

Earl Kintner, who almost made the FTC under his chairmanship popular with business men, has been disavowed by his successor.

Oh, well, it was nice while it lasted.

•

The Old Professor says he is convinced that writers and speakers, including those in the advertising business, should be persuaded not to use these verbs interchangeably.

COPY CUB.

75 PERCENT

OF DELAWARE VALLEY'S

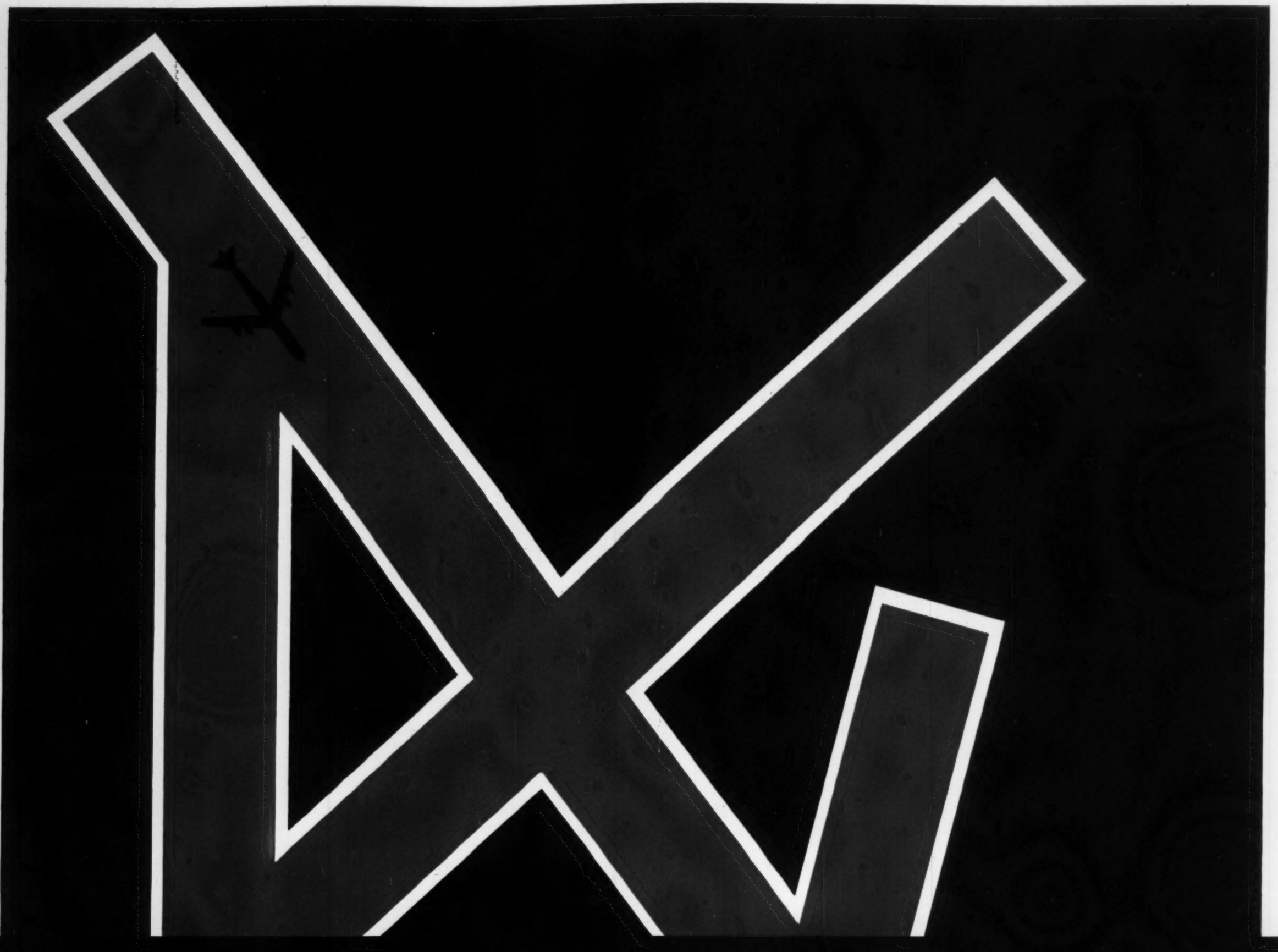
LUMBER AND BUILDING SUPPLY

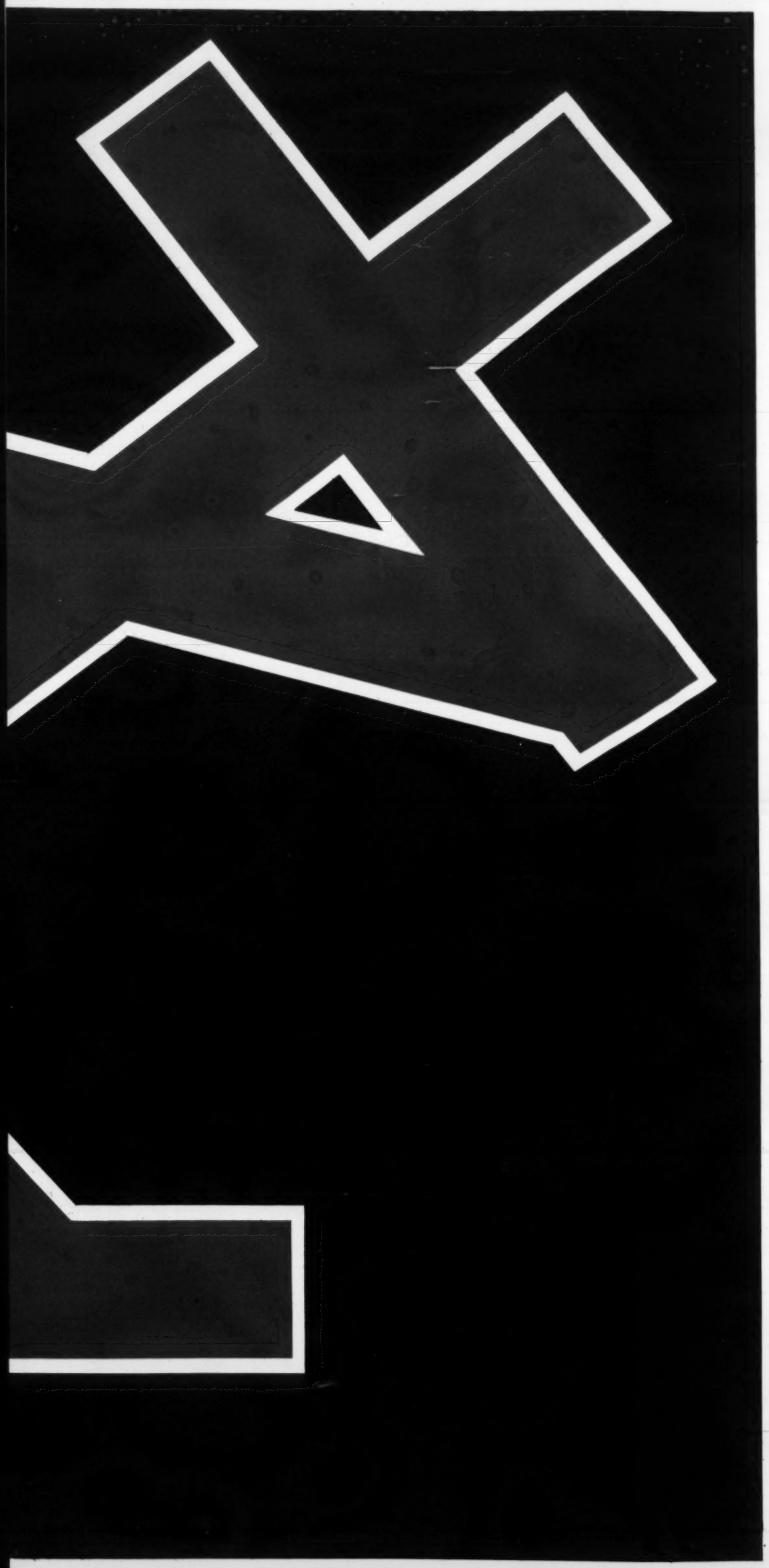
SALES ARE MADE

IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 27% more suburban men readers than does any other Philadelphia newspaper.

Sources: Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 70,000 interviews, 1957-60. (Summary of 1960 study available on request.)





The Facts of Leadership: #4

At newsstands in the major airports of the U.S., TIME outsells *every* other magazine. When busy people choose...when *business* people choose ...they choose TIME. Important advertising belongs in TIME... America's Most Important Magazine.

TIME

Readers Grade South Bend Tribune 'A'-Plus.

. . . 95% believe "The Tribune is doing a good job." 90% have complete confidence in Tribune advertising. In these and in all other categories The South Bend Tribune scored very high in a recent reader attitude survey done by Inland Research Committee*. Questions used were prepared by two Stanford University professors, who spent nearly 10 years developing and testing them. See complete results of survey in 1961 Market Data Book.

*Interviews conducted by National Certified Interviews, Inc.

Tabulation by Michigan State University's Communications Research Center

Franklin D. Schurz, Editor and Publisher
Story, Brooks & Finley, Inc. • National Representative

The South Bend Tribune

FINNISH VISITOR—*Thomas B. Haire, president of Haire Publishing Co., chats in his New York office with Dr. Heikki Nuutinen (right), Helsinki, editor of Kauppias (Retailing Trade Journal), on a U. S. tour with Finnish retailers.*

Know Your Market, Baxter Urges Radio Station Operators

TUSCALOOSA, ALA., Oct. 24—Lionel F. Baxter, vp in charge of radio of Storer Broadcasting Co., outlined here his philosophy for a successful radio station operation.

"It matters little whether the format is music and news, top 40, beautiful music or all talk, it must be a responsible approach and one determined by management, not talent," Mr. Baxter said in a speech before the fall meeting of the Alabama Broadcasters Assn. He advised broadcasters to determine what their communities need, as well as want, and then to program accordingly.

The Storer executive said that format changes made for the company's stations are based not on hunches or whims but on continuous depth studies of the market, the people and the existing competition.

"Changes should be made while a station is successful, not as a desperation measure after a property falls off the page in the rating book," he advised.

■ "Friends are wonderful things to have," Mr. Baxter said, "but don't booby-trap your thinking by relying on their tastes alone. Get out into your market, talk to all kinds and manner of people, know your ethnic makeup, educational levels, age groups, religious affiliations, and the myriad other factors that go into your ultimate determination. The more you know about the people you serve, the less luck will play a part in putting your station on top of the town.

"It's your license and your responsibility, and you'll sleep better at night if you make your own decisions, your own mistakes and, most probably, your own success," he said. #

SALES DYNAMITE on a silver platter!

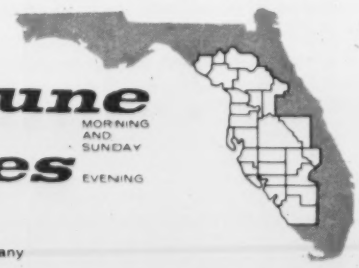
That's what you get when you buy Tampa T'n T! The Tampa Tribune and Tampa Times combination gives you merchandisable* coverage in 18 Key Cities on West Coast and Central Florida. No other one newspaper buy does. No need to buy "one-city" coverage, when one buy gets you 18 cities, including 100% coverage of Tampa, Brooksville, Dade City, Lake Wales, Sebring, Wauchula and Winter Haven; 98% of Plant City; 91% of Avon Park; 80% of Bartow; 79% of Arcadia; 56% of Lakeland; 49% of Bradenton; 40% of Clearwater; 38% of Okeechobee; 37% of Ocala; 29% of Sarasota; 20% of Gainesville.

And Tampa T'n T gives you 42% average daily household coverage in our total 25-county home delivery area!

Want more facts? Write us or see your nearest Sawyer-Ferguson-Walker man. **The T'n T market is the A SCHEDULE market in West Coast and Central Florida.**

**20% — 100% average daily household coverage. Households, 1960 U.S. Census: Circulation, ABC — 3/31/61.*

THE Tampa Tribune 'n Times — MORNING AND SUNDAY — EVENING



Represented Nationally by Sawyer-Ferguson-Walker Company

THE Ivanhoe By-the-Sea

Just 2 Minutes
North of Miami Beach
In beautiful, Fashionable Bal Harbour
A Truly Distinguished
Oceanfront Resort Hotel

Our Color brochure and rates are yours for the asking.
LARRY CLIFF - MANAGER
10175 COLLINS AVE., BAL HARBOUR, FLA.

The Chicago Tribune reaches *more of the readers* you want

Some of the 6,892,000 people in Metropolitan Chicago now buy your particular product. There are many more who can and will.

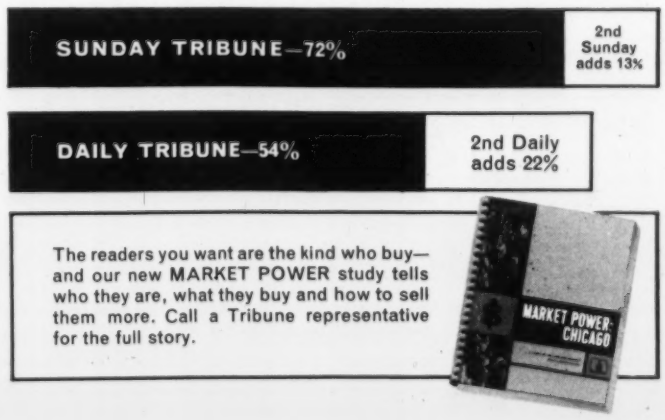
Your marketing problem boils down to reaching more of the right kind of people. It's a problem easily solved, since most of them read the Tribune.

Take books, for example. 72% of all book buyers in Chicago and suburbs read the Sunday Tribune; 54% read the Daily Tribune.

Now perhaps you sell baby food, boats or beauty aids instead of books. It makes little difference. No matter what kind of buyers you seek, the Tribune reaches more of them than any other Chicago newspaper.

Isn't this the audience you should be reaching regularly in the key Chicago market?

HOUSEHOLD COVERAGE OF BOOK BUYERS



The readers you want are the kind who buy—and our new MARKET POWER study tells who they are, what they buy and how to sell them more. Call a Tribune representative for the full story.

More Readers...More Buyers...More Results

THE CHICAGO TRIBUNE

WHY CRYSTAL GAZE?

Some people look into crystals to tell the future, but one man looked into a crystal and *built* the future. His contribution: the use of crystals in radio.

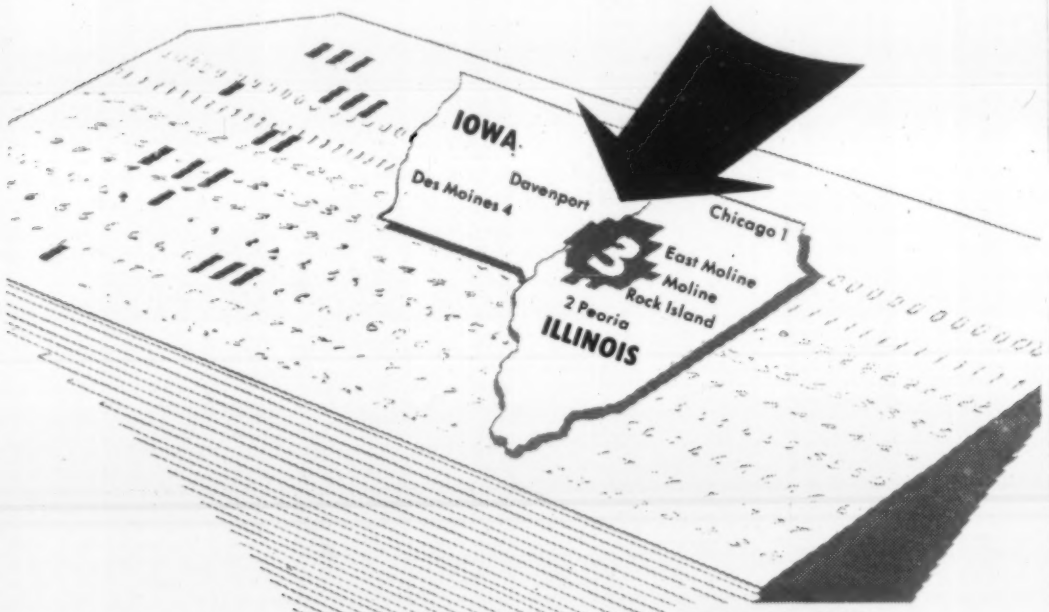
Today the further use of crystals is revolutionising concepts in radio, hi-fi, and television, and the electric circuits being used in airplanes, computers, missiles. The scientists who study them are called solid-state physicists, and they include hundreds of members of the Institute of Radio Engineers, working in many lands, pooling their skill and knowledge for the betterment of man.

IRE is proud to honor two Japanese scientists for their outstanding contributions. To Leo Esaki, consultant at IBM Research Lab., Poughkeepsie, goes the 1961 *Morris N. Liebmann Award* for important contributions to the theory and technology of solid state devices; to Eiichi Goto, of Tokyo University, the *Browder J. Thompson Award* for a brilliant technical paper on "The Parametron, a Digital Computing Element."

The researches and findings of scientists like Mr. Esaki and Mr. Goto are published each month in *Proceedings of the IRE*, so that they become a part of our national pool of knowledge. Every electronics firm that advertises in *Proceedings* becomes a partner in this great enterprise.

Proceedings of the IRE

Adv. Dept., 72 West 45th Street, New York 36. MUrray Hill 2-6606



ROCK ISLAND
MOLINE - E. MOLINE
ILLINOIS
DAVENPORT
IOWA

the BIG #3 MARKET IN IOWA-ILLINOIS

270,058 (1960 U.S. Census) people make the rich Quad-Cities the 3rd largest metropolitan area in this 2-state marketing region. The job: Convert census figures into sales dollars. Best way to do it: Use the impact and penetrating coverage of Quad-City home-town newspapers. Your sales story will reach exactly 100% of households in the metropolitan area.

OVER ½ MILLION PEOPLE
QUAD-CITIES

THE COMPLETE COVERAGE MEDIUM OF THE MARKET
QUAD-CITY NEWSPAPERS

DAVENPORT EVENING TIMES
DAVENPORT MORNING DEMOCRAT
Represented by JANN & KELLEY, INC.

ROCK ISLAND ARGUS
MOLINE DISPATCH
Represented by ALLEN-KLAPP CO.

Getting Personal

After writing millions of words for the clients of McConnell, Eastman & Co., Toronto, **Marie Martin**, assistant creative director, has written 80,000 words for herself, and titled them "Samoan Interlude." The book, to be published in mid-November, is based on the two years that the author and her physician husband lived in Pago Pago . . .

Dr. Frank Stanton, CBS president, is the recipient of the cultural leadership award of the Sterling Silversmiths Guild of America. The annual award honors "consistent and dedicated leadership in support of the creative arts in the U.S." . . .

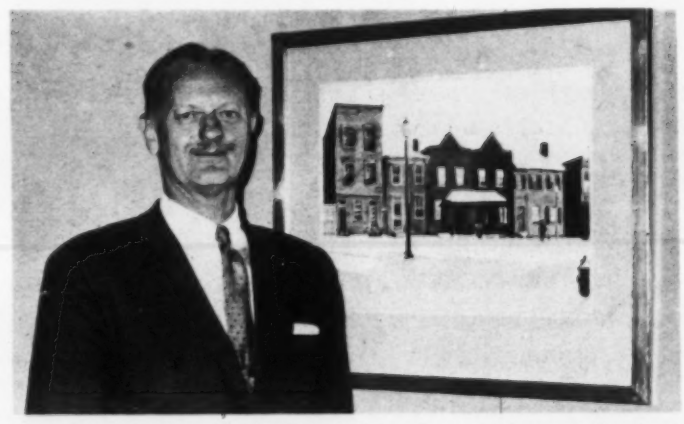
HOW IT IS IN BEIRUT—*Ed Linder, Benton & Bowles copywriter, and his wife, Actress Gladys Austen, catch the acts at a casino in Beirut on their Middle East business-plus-pleasure trip.*

Eric C. Lambart, account exec with NBC-TV Network Sales, Chicago, recently was awarded two stars and a commission as rear admiral in the U.S. Naval Reserve . . .

Making plans for a December wedding are Janet Deithelm and William Peck, son of **Robert Peck**, account exec with Armstrong Advertising Agency, Chicago. The bride-to-be is doing graduate work at Columbia and the groom-to-be is a candidate for his doctorate at Yale . . .

Married: **Paul Marden**, in *The New Yorker's* ad department, and Barbara Spink, daughter of **Shepard Spink**, former ad director of *Life* and American Airlines . . . Lynne Hohmann and **Warren Heeg Jr.** of Ted Bates & Co. . . Dita Leithold and **Richard Ives** of Kastor, Hilton, Chesley, Clifford & Atherton . . . Patricia Lee Donovan and **Leon A. McNamara Jr.** of Young & Rubicam . . . Betty Jane Slater and **Richard Shambroom**, merchandising manager of *Redbook* . . . Leonide Campbell and **George Prince Jr.** of Aitkin-Kynett Co., Philadelphia . . .

Engaged: Sarah Hubbell and **Richard Flynn**, an account exec of Hearst Advertising Service . . . Patricia Ann Crews of WCBS-TV and **Otis Hutchins** of McCann-Marschalk . . . **Mrs. Elsa Hassan** of Diener & Dorskind and **Jon S. Millenson** of Lloyd H. Hall Co., New York marketing research company . . .



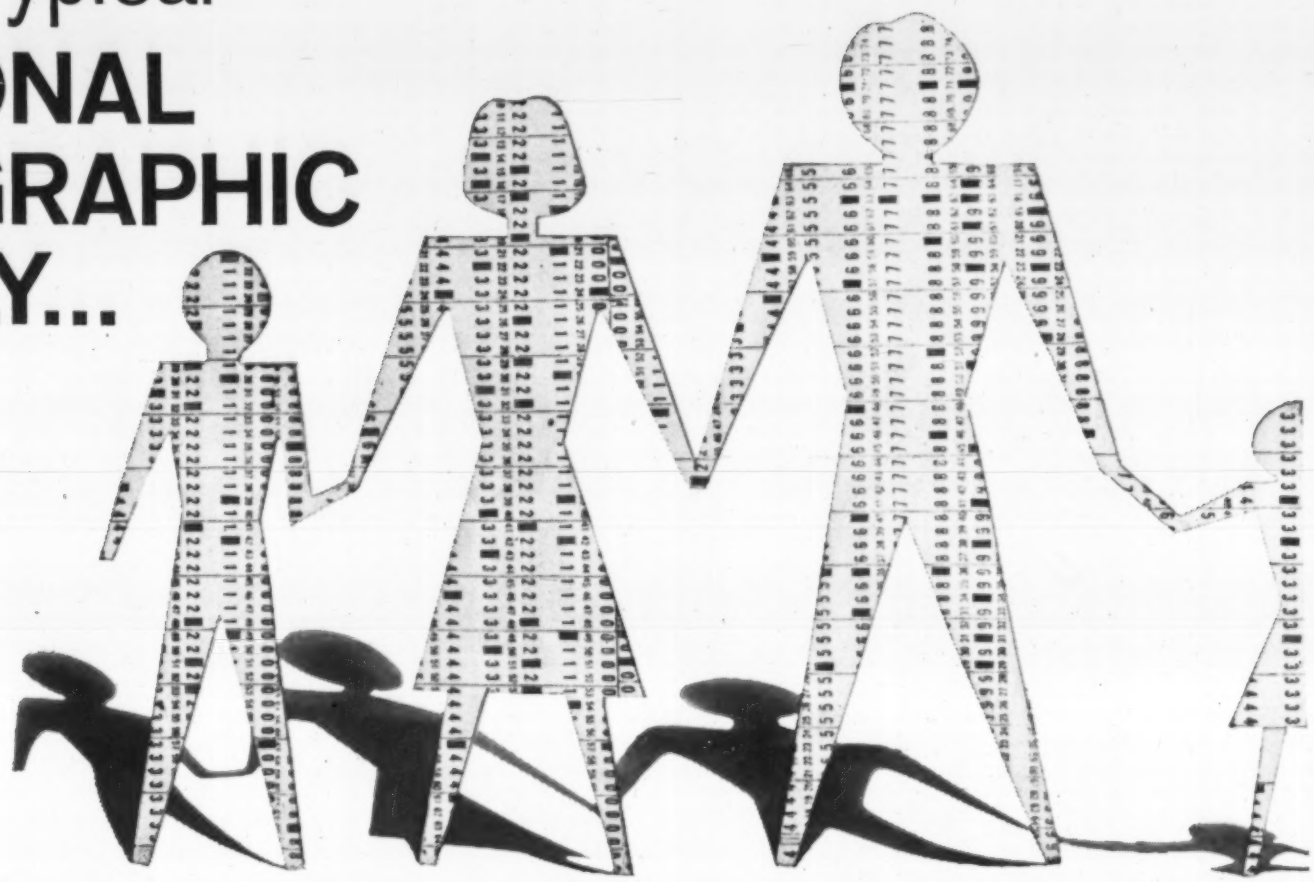
ARTIST OF THE MONTH—*Bill Reimers, senior art buyer of Young & Rubicam, poses with his water color which is on display this month in the offices of the Sun, Pelham, N.Y. He is the 17th artist of the month to be so honored by the newspaper.*

It's a trip to Rio for two for **K. E. Steele** of General Mills, Atlanta, the winner of *Family Circle's* movie-review contest based on its film "For Homemakers Only." And it's a night out for two for the five runners-up: **Clifford K. Badger** of JWT, San Francisco; **Jack K. Carver** of Lennen & Newell, New York; **William J. Kane** of N. W. Ayer & Son, Philadelphia; **Bud Tregellas** of T & M Brokerage Co., Atlanta; and **Richard W. Wilkinson** of Y&R, Chicago . . .

Dick Roney, publisher of *Conover-Mast Purchasing Directory*, New York, tied for fourth in the "men's pairs" at the recent Missouri state bridge tournament, and placed fifth in the "mixed pairs."

New Additions: It was a boy, William Albert, for Laurel and **Carroll Sugar** on Friday, Oct. 13, of all days. Carroll, who's an account exec at Batten, Barton, Durstine & Osborn, Los Angeles, reports that William, his second son, weighed in at 7 lbs., 2 oz.

Statistical Silhouette of the Typical **NATIONAL GEOGRAPHIC FAMILY...**



We've learned a lot lately about people who read the Geographic—thanks to the most comprehensive study ever made of this unusual audience. These facts show that what's *average* for the Geographic household is decidedly above-average for U.S. families as a whole:

Family size averages 3.4 persons (divided equally between male and female).

Education—in over 70% of Geographic families at least one member attended college (and, in 1/4 of them, went on to postgraduate work).

Stocks or bonds are owned by 3/4ths of all Geographic families (and 3 in 10 purchased securities in the past year).

Occupations—nearly 2/3rds of Geographic family heads are in business (and almost 1 in 3 is classifiable as a top executive).

Income averages $12,108 annually (with over 1 in 5 earning $15,000-upwards).

Life insurance is carried by at least one member of more than 9 in 10 households; average combined value of policies is about $31,750.

Automobiles are owned by 95 out of every 100 Geographic families, and 44% of these have two or more cars.

Home ownership—over 9 in 10 Geographic families who live in a house (90% do) also own it, with average market value exceeding $23,000.

THE NATIONAL GEOGRAPHIC

Washington 6, D. C.

. . . now reaching more than 2,700,000 *high-income families*

'New Plant Planning' Will Begin in February

New Plant Planning, published by Brantwood Publications, 11605 W. Bluemound Rd., Milwaukee, will begin with the February issue. The bi-monthly controlled publication will have an initial circulation of 10,000. R. W. Morey Co., Box 933, Elm Grove, Wis., is national sales representative.

LETTERS with that FOLKSY Touch
Homey, human, down-to-earth letters talk the readers' language, and SELL! One series 31 years old. Write for circular.
"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

Lupton Named Ad Head

James H. Lupton has been appointed ad director of *Valley Times Today*, North Hollywood. Mr. Lupton, who has been with the daily for the past 12 years as classified advertising manager, succeeds Edward H. Burgeson, who has resigned to resume work as an advertising consultant.

Two Name Dudgeon, Taylor

Two new accounts have been added by Dudgeon, Taylor & Bruske, Detroit. They are F. S. Ford Jr., naval architect in Grosse Pointe, expected to bill up to $15,000; and Anchor Reinforced Plastics, Hazel Park, Mich. Neither had a previous agency.

Information for Advertisers

The 1962 "Fairchild's Directory of Women's Wear Retailers," containing a listing of 21,000 individual stores located throughout the U.S., will be launched Jan. 15, 1962. The new annual directory will cover stores selling every category of women's wear and also contains 63,000 individual personnel names, ranging from top executives to buyers of various lines. Priced at $60 per copy, a $10 discount will be granted on orders received prior to Jan. 1. Additional information may be obtained from **Fairchild Publications**, 7 E. 12th St., New York 3.

• Easter Hill Methodist Church, Richmond, Cal., is conducting a sociological survey, "Richmond Negro Market Survey," among Richmond's Negro population, according to "Confidential Report on the Negro Market," published monthly by D. Parke Gibson/Public Relations, New York, and John E. Wilks & Associates, San Francisco. A section of the survey dealing with radio research, "A Summary Report on Radio Listening Aspects of a Social Information Survey of Adult Members of 768 Negro Families in the City of Richmond, Cal.," is available from Walter Conway, Station Manager, **KDIA**, 327-22nd St., Oakland 12.

• A 302-page "Marine Products Marketing Guide," covering 50 states and the District of Columbia, has been published by **Marine Products**, Chilton Co., 56th & Chestnut, Philadelphia 39.

• **Good Housekeeping**, 57th St. at Eighth Ave., New York 19, has published a supplement to its "Consumer Panel Report on Flooring & Floor Coverings for 1961," which includes special tabulations in the area of resilient and soft floor coverings. #

Council Cites TV Ads

The National Safety Council, Chicago, has taken note of tv commercials for Parliament cigarets, illustrating a couple fastening their seat belts before driving away, with "that extra margin" theme. The council estimates 5,000 lives a year would be saved if every motorist wore a seat belt. The commercial, which features the "extra margin" of Parliament's recessed filter, is being used on "Perry Mason" and "Douglas Edwards & the News," (CBS), plus spots. Benton & Bowles, New York, is agency for the Philip Morris Inc. brand.

United Boosts Winter Air Travel

United Air Lines, Chicago, will begin its Somewhere Winter Is Fun promotion Nov. 5. Color pages will run in *Holiday*, *Newsweek*, *The New Yorker*, *Sports Illustrated*, *Suburbia Today*, *Sunset Magazine*, *Time*, *Town & Country* and *U. S. News & World Report*. About 200 newspapers in 125 cities also will be used, along with radio and tv ads on United's regular broadcast schedule. Inserts will be run in six trade publications, and newspaper ad mats will be distributed to 3,764 travel agents. N. W. Ayer & Son, Philadelphia, is the agency.

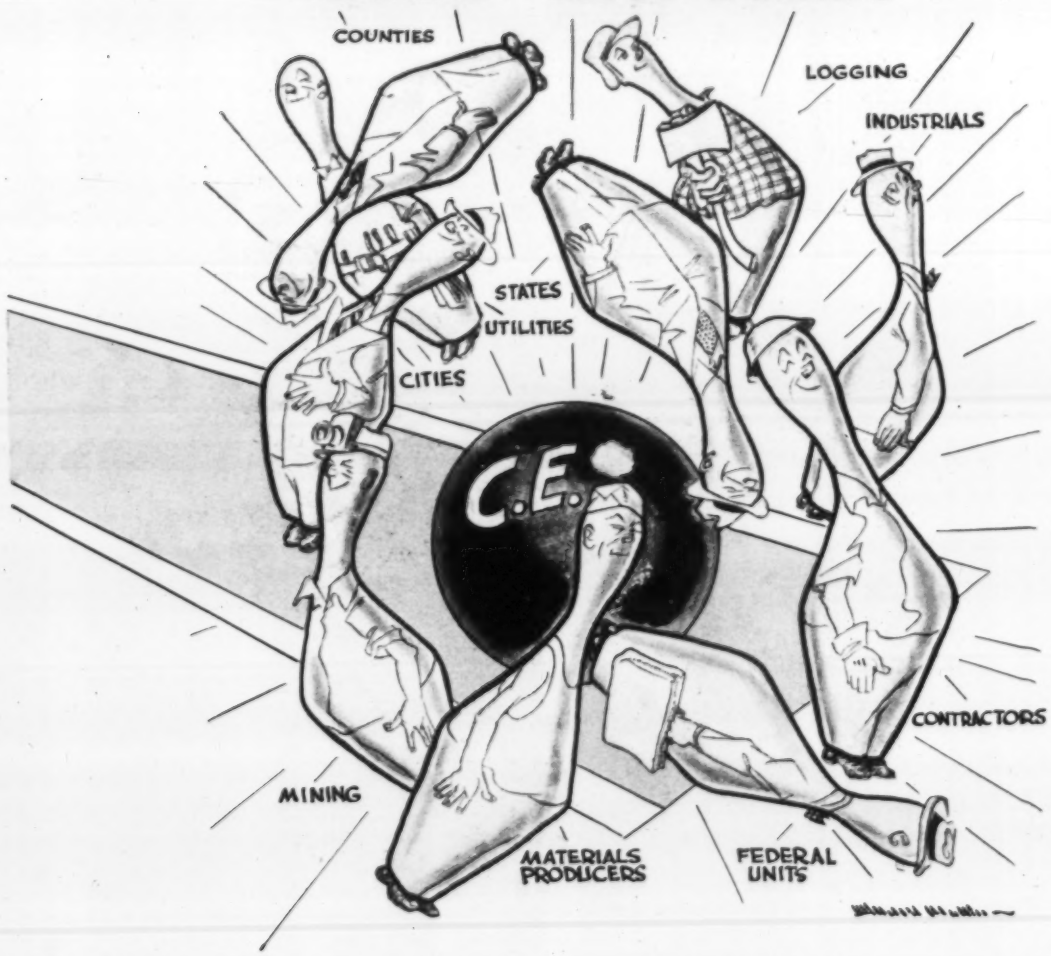
Lindsley Joins American Bakers

Van S. Lindsley, formerly assistant advertising manager of Quality Bakers of America Cooperative, has joined the 43-state American Bakers Cooperative, Teaneck, N. J., in the new post of director of advertising in its recently enlarged advertising division.

Peter Paul Tests New Bar

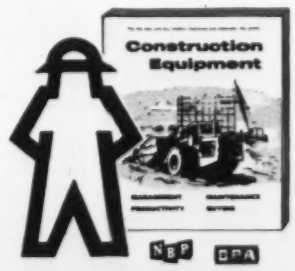
Peter Paul Inc. has introduced Chiffon, a new 10¢ candy bar packaged in a Glassine wrapper, and is test marketing the product on the eastern seaboard. The company is promoting Chiffon with tv spots. Dancer-Fitzgerald-Sample, New York, is Peter Paul's agency.

CONSTRUCTION EQUIPMENT GETS 'EM ALL!



We're proud we reach more contractor firms than any other monthly in our field. But only one-half of construction equipment sales comes from contractors — and only CONSTRUCTION EQUIPMENT reaches ALL the categories of people who buy the *other* half. See above.

And you get circulation quality in quantity with CONSTRUCTION EQUIPMENT — *the men who are known to make the big buying decisions.* Local equipment dealers hand-pick them, and actually pay for their subscriptions. You bowl all strikes when you advertise in CONSTRUCTION EQUIPMENT!



Construction Equipment
MAGAZINE
A CONOVER-MAST PUBLICATION • 205 EAST 42nd STREET, NEW YORK 17

But we're already reaching your people!

Sure you are! SUCCESSFUL FARMING subscribers read general magazines and newspapers, own television and radio sets. *But reaching isn't selling!* Mere circulation is no substitute for influence. The medium has much to do with the effectiveness of your advertising.

General media afford information and entertainment. But SUCCESSFUL FARMING means business—farm business. Every issue has news of new discoveries, methods, machinery—case histories and actual instances of planting, fertilizer application, pest controls, livestock, automatic feeding, materials handling, marketing methods and futures—that save work, increase yields and income. SF has been helping farm families make more money, live better for fifty-eight years—has earned a respect and response unmatched by any other medium.

General media are edited for urban families, SF for farm families, whose needs are quite different. SF recipes have larger portions, for larger families, engaged in outdoor work. SF housewives cook three meals a day, entertain more at home, wash every day, plan their buying in advance; need different kitchen layouts and facilities, and every labor saving device they can find. They are more interested in their husbands' businesses—in the midst of which they live. And SF articles are clipped, filed, consulted again and again.

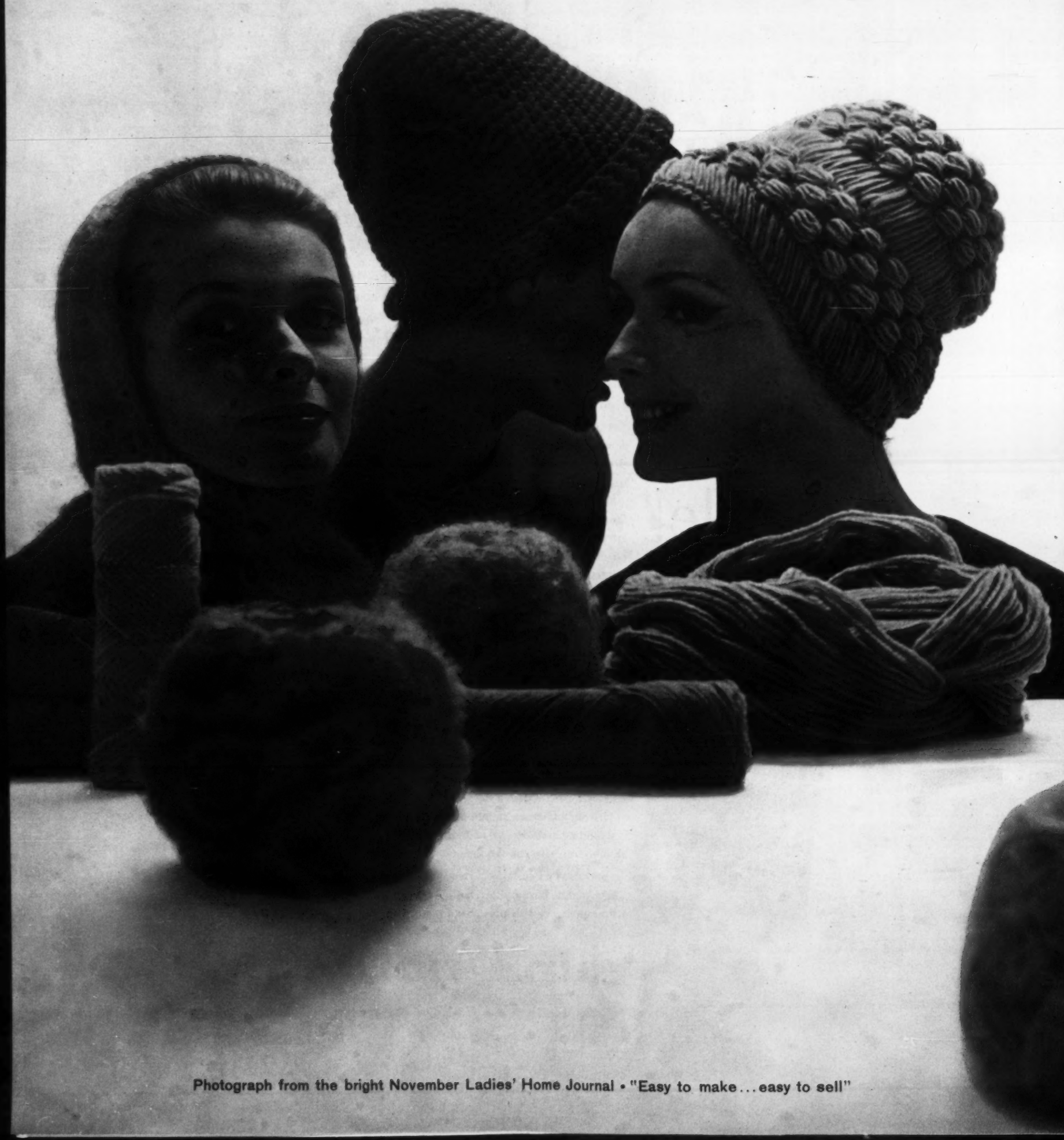
SF subscribers number only 1,300,000—but their estimated average farm cash has been 70% above the national farm average for more than a decade!

If your advertising is not as resultful as it should be, try SUCCESSFUL FARMING. Any SF office can give you the details.

SUCCESSFUL FARMING . . . Des Moines, Chicago, New York, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

well-knit!

At Ladies' Home Journal there's a fresh skein of edit
ingly crisp and clear whether the topic be knitting (as
binds. This is the fresh excitement that's helping the Journal run away from the field on the ne
youngest, biggest familied, spending audience of the major women's magazines. Shouldn't *you* k



Photograph from the bright November Ladies' Home Journal • "Easy to make... easy to sell"

al excitement. Beauty that's hearten-
ere), kneading, or knotting the tie that
stands; that continues to attract the
spinning your yarn in the Journal?

LADIES' HOME
JOURNAL

MOST EFFECTIVE MOST ECONOMICAL communication with BUYERS in the public school market

MORE SELLERS to the public school market want THE NATION'S SCHOOLS because THE NATION'S SCHOOLS is wanted by more BUYERS.

THE NATION'S SCHOOLS provides 77.2% coverage of the public school target market in terms of known key buying factors —through compact, fully paid circulation, delivered at an economical page rate by a magazine that renders full editorial service based on intensive, continuous study of readers' needs.

MORE CHIEF ADMINISTRATIVE officers in public school districts pay for subscriptions to THE NATION'S SCHOOLS than *even ask for any other comparable magazine, paid or free.* Wanted by MORE BUYERS!

THE NATION'S SCHOOLS has, for nineteen consecutive years, carried more pages of advertising than any comparable magazine. In 1960 its margin over the second magazine was the largest in history. During the first nine months of 1961, THE NATION'S SCHOOLS carried 46% of all space placed in the four magazines of school administration—59% more than the second magazine! Wanted by MORE SELLERS!

Here's the 1961 record through September:

THE NATION'S SCHOOLS	**1045 pages**
School Management	657 pages
Overview	409 pages
American School Board Journal	151 pages

Ask your NATION'S SCHOOLS representative to show you the new Study of Buying Influences, or write the publisher.

1050 MERCHANDISE MART, CHICAGO 54, ILLINOIS—ADVERTISING OFFICES IN NEW YORK, CLEVELAND, SAN FRANCISCO, LOS ANGELES

F. W. DODGE CORPORATION
A McGraw-Hill Company

THE Nation's Schools

Adclub Book Tells Vital Statistics of Cleveland Ad World

CLEVELAND, Oct. 24—Advertising ranks fifth on this city's industrial scoreboard, accounting for $360,000,000 spent here this year on advertising services and media and for graphic arts materials.

Billings by 150 Cleveland agencies, employing 1,500 persons, are estimated at $75,000,000 a year. An estimated $5,500,000 is spent annually through Cleveland agencies on export advertising.

■ These are some of the spotlighted statistics in the Cleveland Advertising Club's "Torchlight Roster & Buyers Guide" for 1961-'62, which is now being distributed.

A fact sheet in the spiral-bound book also notes that:

• Cleveland manufacturers are spending $20,000,000 this year on magazine space.

• The city's 1,300 graphic arts companies employ 25,000; its 400 printing houses employ 4,000.

• A total of 75 direct-mail houses and 71 advertising specialty companies are located here.

• The Adclub, with 1,100 members, is the second largest in the world, standing next to the New York club. The Cleveland organization—it will mark its 60th anniversary Nov. 28—enrolls a cross-section of the city's business and professional personnel: 28% of the members represent the manufacturing field; 17%, media; 17%, agencies; 20%, craftsmen and suppliers, and 17%, general services.

Fred E. Mead, of Republic Steel Corp., was general chairman of this year's "Roster & Buyers Guide." ≠

Prior Joins Fedderson

Peck Prior, former supervisor of film programs for Campbell-Ewald Co., has been appointed vp and general manager of Don Fedderson Commercial Productions, a new Hollywood company specializing in the creation and production of commercial and industrial films. President of the organization is Jack W. Minor, who remains a vp of the parent company, Don Fedderson Productions. Headquarters of the new company are in Desilu Gower Studios.

Dulany Foods Uses Radio for Shopper Contest

Dulany Foods, Fruitland, Md., is running a special consumer contest promoted primarily through spot radio in 30 major markets. A saturation schedule of prime time 10- and 60-second spots are being run on 40 stations in an eight-week campaign which will run through November.

Commercials alert listeners to the fact that the "Dulany mystery shopper" is in their area. The mystery shopper phones contestants at random, asking them a simple question; answers are on the Dulany packages of frozen and canned foods. Winners and their families are awarded with all the free groceries each can carry in a shopping bag from their nearest Dulany retail store. The contest is backed with heavy direct mail and point-of-sale merchandising. Smith/Greenland Co. is the agency.

Allstate Enters Regional TV

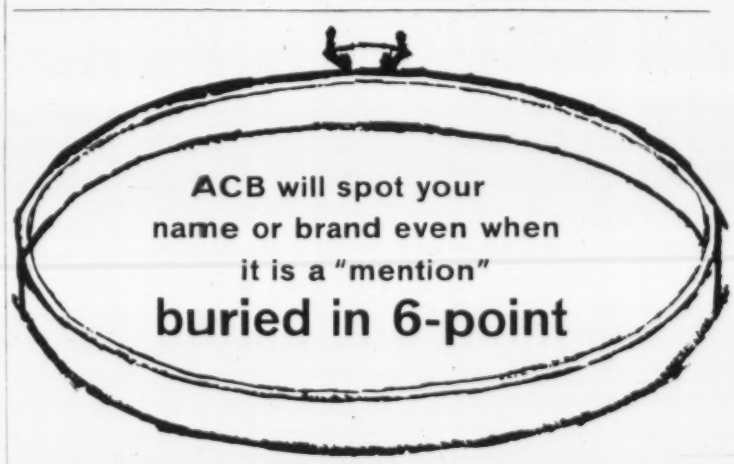
Allstate Insurance Cos. has entered regional tv for the first time, with sponsorship of the new "Bob Newhart Show" on NBC-TV. Allstate bought the show in 13 West Coast markets as sole sponsor for three of every four weeks. An earlier sale of the network show's coverage everywhere in the U.S. except the West Coast made the unusual purchase arrangement possible. Leo Burnett Co., Chicago, is the agency.

Unistrut Plans Campaign

Unistrut Products Co., Chicago, is promoting its Ultra-Clean Room division with a 10" ad in the *Wall Street Journal,* plus pages in trade publications. Direct mail, collateral material, bulletins and ad mats for distributors round out the program, promoting its facilities for constructing dust-free rooms for industries involved in space and missile development. Roche, Rickard & Cleary is the agency.

Borg Names Marsteller

Borg equipment division of Amphenol-Borg Electronics Corp., Broadview, Ill., has appointed Marsteller, Rickard, Gebhardt & Reed, Chicago, as its agency, effective Jan. 1. Marsteller currently serves five other Amphenol-Borg divisions. E. R. Hollingsworth & Associates, Rockford, has handled Borg equipment since 1947.



ACB 'Brand Mentions' Service

Do 'retail store' advertisers have occasion to mention your name in their advertising—that you should know about? For example . . . your slogan or brand, as: "powered by 'GE' motors"..."as advertised in 'Life' Magazine" . . . "piano by 'Steinway' . . . etc.?"

ACB will locate any such "mentions" as they appear in any daily or Sunday newspaper and send tearsheets of each—or give you detailed Reports as a regular service.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.

NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

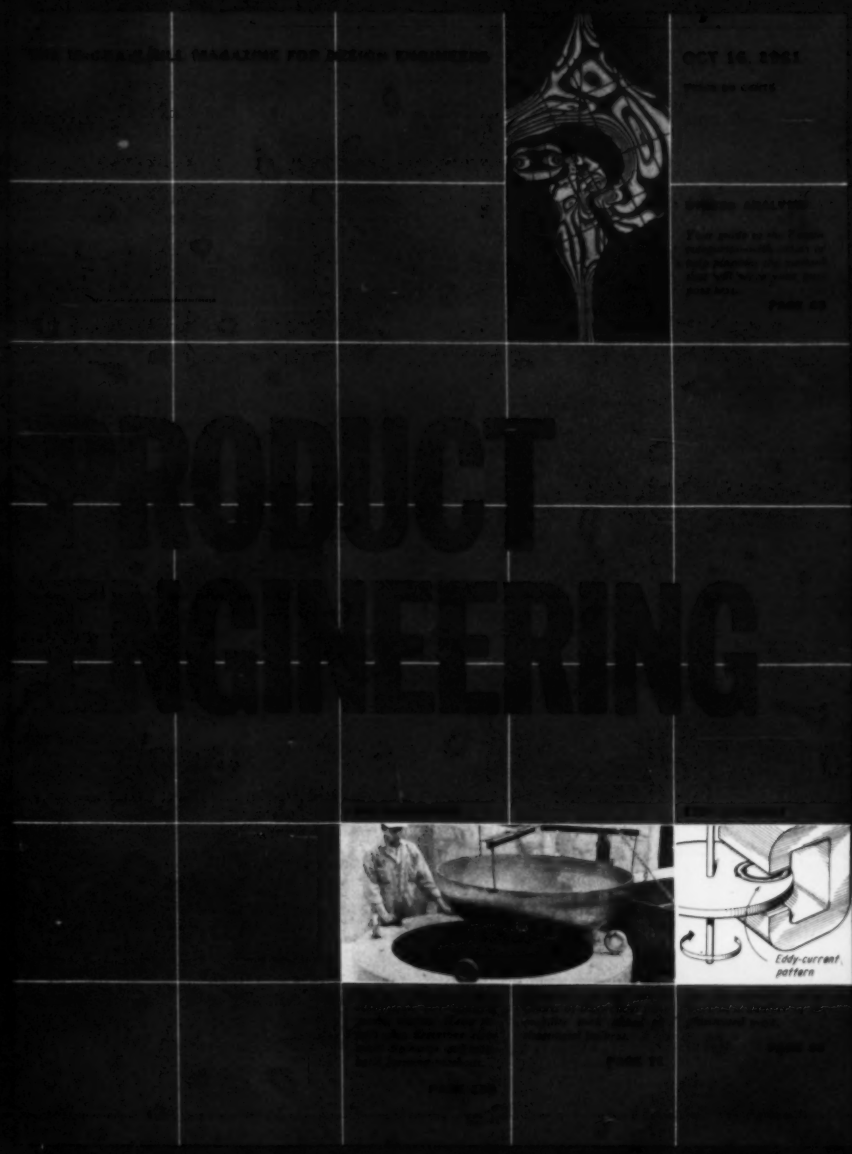
“The four freedoms are, for most men, sufficient. But the artist and the writer need a fifth freedom if they are to do great things...creative freedom. They shall have it in The Saturday Evening Post.”

The Editors

New Design Idea: Rear-Projection Slide Viewer

The Design

Bright new star of product design engineering is Argus Cameras' 580 Executive Projector. It combines a color slide projector and rear-projection system in a furniture cabinet to produce a picture on a screen similar to a television picture tube. The new unit includes remote control, forward and reverse cycling and remote focusing. Altogether, a new concept—showing again how design engineering can build new markets.



The Design Engineer

Who "dreams up" new products? Who engineers them into being? "Sometimes one man, sometimes a group," says William Hall, manager of Product Development at Argus. "All design engineers are on the lookout for methods and materials that will pay off in a real breakthrough such as our new 580 Executive Projector. It is typical of the kind of original design thinking and engineering that sets off a chain reaction of new consumer and new raw materials markets in a wide variety of industries."

The Design Engineer's Magazine

Mr. Hall reports PRODUCT ENGINEERING highly popular with his division of Sylvania Electric Products, a subsidiary of General Telephone & Electronics Corporation. "I subscribe to PRODUCT ENGINEERING," says Mr. Hall. "I *study* it—articles and advertisements. It's the best way to stay on top of this lively product design field because it's organized to *lead* design thinking." 52,000 product design experts pay to read PRODUCT ENGINEERING. They design the new products and specify what goes into them. $43 billion in materials and components will go into new engineered products in 1961. To reach and influence this vast market, start at the starting point (the product design engineer) in the starting place . . . PRODUCT ENGINEERING.

AUDITED PAID CIRCULATION ABC

EDITORIAL LEADERSHIP ABP

A McGRAW-HILL PUBLICATION

In Baton Rouge

PRINT PAYS OFF

Residents in Baton Rouge (Louisiana's state capital, Louisiana's industrial capital, and the home of Louisiana State University) are newspaper buyers . . . and newspaper readers. Further, they're big earners (Baton Rouge's industrial workers are among the nation's highest paid). To put your ad in action, put it in print . . . in Baton Rouge Newspapers.

Baton Rouge

STATE-TIMES

and

MORNING ADVOCATE

Daily ROP Color Represented by The John Budd Company

Watt Buys Three Publications From Urner-Barry Co.

Watt Publishing Co., Mount Morris, Ill., has purchased three publications from Urner-Barry Co., New York. They include *American Egg & Poultry Review*, *Who's Who in the Egg & Poultry Industries* and *American Milk Review*. John C. Taber, president of Urner-Barry, will continue as publishing director of *American Milk Review*, which will be operated as a Watt subsidiary. "Producers' Price Current" will be continued by Urner-Barry.

Watt will merge *American Egg & Poultry Review* into its *Poultry Processing & Marketing* and will continue publication of *Who's Who in the Egg & Poultry Industries*.

Shaw Adds Monroe Chemical

Monroe Chemical Co., Quincy, Ill., has appointed John W. Shaw Advertising, Chicago, to handle its advertising, effective Dec. 20. Kane Advertising, Bloomington, Ill., formerly handled the account.

Auto Ads Sell Most, Northwest Dailies Are Told

ST. PAUL, MINN., Oct. 24—Automobile advertising, as a whole, has been and continues to be the most successful in the history of human commerce, Charles F. Adams, exec vp of MacManus, John & Adams, Bloomfield Hills, Mich., said here.

"What other single field of advertising has helped move more than $120 billion worth of goods over the past decade?" he asked delegates to the annual meeting of Northwest Daily Press Assn.

Auto ads have helped move the sponsors' products into a position of American life second only to the basic necessities, Mr. Adams added. And it has built mobility into the auto market by convincing motorists they are missing something in not owning new cars.

■ Jared How, publisher of the *Free Press*, Mankato, Minn., was elected president of the association, succeeding Bill White, publisher of the *Daily News*, Winona, Minn., who was named chairman of the board of directors.

Robert Withers, *Post-Gazette*, Rochester, Minn., was elected vp; Maude Stackhouse, *Globe-Gazette*, Mason City, Ia., is treasurer. #

New Zealand Law Would End State Radio Control

Private ownership of broadcasting stations will return to New Zealand after 25 years of government control, under the terms of a bill now pending in the New Zealand parliament. A corporation similar to the BBC would take over the three tv and 30 radio stations in the dominion.

Revenues would be derived from advertising and receiving set fees, and the corporation will be empowered to borrow money. The legislation, which makes good on the National party's election pledge, is approved by New Zealand newspapers and bitterly opposed by the Labor party.

AFA Offers Dailies Mats

A newspaper mat series called "Everyday Wonders," using a Ripley format and explaining little known facts about advertising's contribution to the economy, is being offered to dailies by the Advertising Federation of America, New York. The series of four ads was created by McCann-Erickson, task force agency for the Advertising Recognition Program, a year-long campaign to upgrade the public image of advertising.

ORC Changes Ownership

Ownership of Opinion Research Corp., Princeton, N. J., has passed to the eight members of the board of directors, after the death in August of Claude Robinson, who founded the attitude and market research company in 1938. Joseph C. Bevis is chairman of the board and Walter G. Barlow is president. Robert W. Beller, formerly an account research supervisor of Foote, Cone & Belding, has joined ORC as a research executive.

She may get the message here, but...

your ads in the Yellow Pages sell her when she's ready to buy

When you make your advertising campaign complete with National Yellow Pages Service, you're likely to complete more sales, too! That's because your NYPS advertising will reach your prospects at that decisive moment — when they're ready to buy. It'll get to them . . . drive home your selling message . . . guide their buying decision.

And to help you reach and *sell* your precise market with no waste, you can choose any combination of over 4,000 different Yellow Pages directories. All with one contact, one contract, one monthly bill. For further details on how you can make your advertising go further, contact your National Yellow Pages Service representative through your Bell Telephone Business Office.

NATIONAL YELLOW PAGES SERVICE

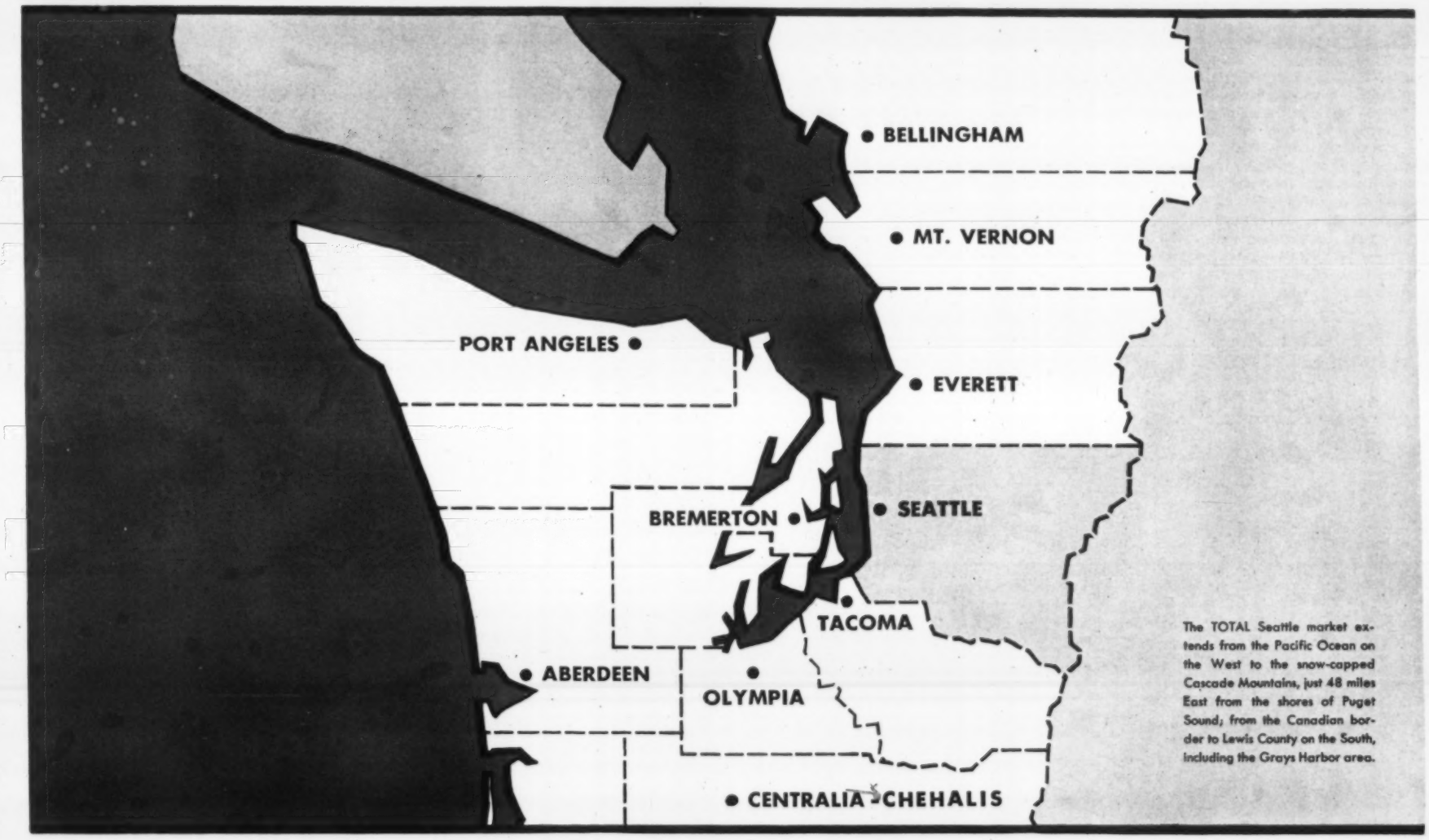
ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL

ANY INDIANS IN FARGO?

Only 7 Indians left, but there's plenty of wampum . . . nearly $200 million Effective Buying Income in the Fargo-Moorhead Standard Metro Area, where you get 99% coverage with

THE FARGO FORUM

Are you guilty of
HALF-WAY ADVERTISING
in the Seattle market?



The TOTAL Seattle market extends from the Pacific Ocean on the West to the snow-capped Cascade Mountains, just 48 miles East from the shores of Puget Sound, from the Canadian border to Lewis County on the South, including the Grays Harbor area.

IF YOU STOP your selling in the Seattle market at the King County line, then the Seattle newspapers alone do a complete coverage job.

But, if you sell throughout the TOTAL Seattle market (most items do) then the Seattle newspapers alone can't do the job. Only HALF the 1,864,000 people in the TOTAL Seattle market live in King County . . . nearly HALF the retail sales are made outside King County.

With TOTAL annual volume for the market of more than 2½ billion dollars, it doesn't make sense to blithely ignore half of it.

You CAN have both halves if you buy ONE Seattle newspaper and the nine LOCAL dailies in the market area. This buy gives you 71.6% penetration in the TOTAL market—massive penetration you can merchandise in every city, town and county.

This additional volume in the "outside" half can often make or break your venture into Seattle. With some items sales are far better in the non-metropolitan areas. The best way to get this "outside" business is full penetration in BOTH halves. Your Nelson Roberts man will gladly show you how—for only pennies more per line.

ONE ORDER

Nelson Roberts & Associates represents nearly all the daily newspapers in the TOTAL Seattle market outside King County. Eight of them may be covered with a single order. Even though two of the other newspapers are not now represented by Nelson Roberts & Associates, they can be handled on this basis as an accommodation to the advertiser or agency.

NELSON nr *ROBERTS & ASSOCIATES, INC.*

formerly WEST-HOLLIDAY CO., Inc.

Offices in:

- Seattle
- Portland
- San Francisco
- Los Angeles
- Chicago
- Detroit
- New York
- Denver

Representing daily newspapers throughout the Pacific Area including these marked* in the Total Seattle Market Area:

Bellingham Herald, Bellingham*
Skagit Valley Herald, Mt. Vernon*
Everett Daily Herald, Everett*
Port Angeles News, Port Angeles
Daily Olympian, Olympia
Aberdeen Daily World, Aberdeen*
The Daily-Chronicle, Centralia-Chehalis*
Bremerton Sun, Bremerton*

Visual Persuasion: How to Sell by Sight

New Book Details Pictures' Effect on the Subconscious

"Visual Persuasion," a new book by Stephan Baker, vp and senior art director of Cunningham & Walsh, is subtitled "The Effect of Pictures on the Subconscious." (McGraw-Hill Book Co., $13.50).

Mr. Baker's largely pictorial treatise ranges from reflections on "the peculiar taste of the American public" (peculiar meaning *odd*, rather than *special*), to "the art of building a corporate image."

People like pictures, he says, and "America is the most visual-minded nation in the world. Never before have so many people received messages, day after day, by means of pictures."

Reflecting on the changing face of models, the author says, "the 'girl next door' is the best saleswoman advertisers have. Exit the frozen-faced damsel, enter the gal-pal."

Other generalizations by Mr. Baker:

- The two greatest influences on the development of the taste of the American people are (1) the sprawling middle class and (2) the willingness of industry to spend money on art.
- Americans have a long way to go. They may know what is good and what is not, but not why. Intellectual understanding of art is being confused with emotional understanding.
- We are in too much of a hurry to become cultured. One of the most important ingredients in becoming cultured [is] tranquility. It is difficult to enjoy art in a frenzied state of mind.

The author's comments accompany the illustrations from the book.

"The superlatively executed portrait of fashionable ladies gets close scrutiny from women but little empathy. Most women readers are apt to feel more at home in the picture at right."

"There is a feeling of warm, genuine companionship there; here is a fun-loving group that would quickly make a stranger feel comfortable. And most important: not all girls in the picture live up to the stereotyped idea of glamor . . . Many female readers retreat when confronted with a roomful of beauties."

"A classic success . . . was the poster series by the *New York Daily News*. No words at all were used in getting the message across."

"Women who are not 'ideal beauties' appear with increasing frequency in today's communication media. The American public is revising its stereotyped concept of 'beauty'."

"The relationship suggested here (left) appeals to both male and female readers. The girl in the Chemstrand ad (right) approaches the subject of sex directly. Her seductive pose is not only cute; it is highly desirable."

"A woman's sense of humor is different from a man's. Most men find this picture amusing. But it makes a great many women feel uncomfortable. They do not like to mix humor with sex."

"Mood of pictures is determined by many subtle factors. Through manipulation of background, the moods of the pictures vary. Like an analyst's patient, the chair goes through a complete change of personality."

The American public is so insistent upon realism in advertising art, says the author, that "about 80% of all ads feature photography, not drawings or paintings. Everything else being equal, photographic illustrations receive higher readership.

"When Coca-Cola switched from photography to well-designed drawings, readership dropped. The company reluctantly went back to using photography."

Everyone he broached the book to thought it was much needed, says the author.

"Listening to the various comments made by those who should know, I very soon began to discover the reason behind their unanimous blessing.

"It seems that all creative men in the business of communication have difficulties explaining the subtle meanings of pictures to those who buy them."

Mr. Baker, who has won several advertising and art awards, also writes a monthly column in *Art Direction*. As C&W's senior art director, he has charge of advertising art for some $60,000,000 of advertising yearly.

He is also the author of "Advertising Layout and Art Direction"; "How to Live with a Neurotic Dog"; and "How to Play Golf in the Low 120's." #

Wescoast Cites Jerrold, Brokers in $3,000,000 Suit

Wescoast Broadcasting Co., operator of KPQ, Wenatchee, Wash., radio station, has brought an antitrust suit against Jerrold Electronics Corp., Philadelphia, in U. S. district court, charging combination and conspiracy to monopolize commerce in community tv antenna systems. The suit asks treble damages totaling $3,300,000. Wescoast charged that when it sought to set up a community tv antenna system in Wenatchee, it could not buy the equipment except by agreeing to buy all the components needed for the system's installation, operation and maintenance from Jerrold.

Aided by "capital from large investment firms," the defendants subsequently set up a competing system, Wenatchee Television Cable Corp., Wescoast charges. Wescoast sold out to the Jerrold subsidiary for $100,000 after having invested $175,000, Wescoast alleges.

September Want Ads Show First Gain in 16 Months

A gain of one per cent in help-wanted ads during September, the first increase in 16 months, was reported in the Help Wanted Trend survey of major labor markets published by B. K. Davis & Bro. Advertising, Philadelphia. Fifty-seven cities of 113 markets surveyed showed gains, bringing last month's ad total to a 1961 high of 818,266. Among 46 cities recording losses, the most severe were in Cincinnati, —37%; Milwaukee, —26%; and Detroit, —23%, Gerald G. Griffin, president said.

In 16 key labor markets, total ad count last month was 334,920, up 3½% over the same period last year. Biggest gains in the major markets were as follows: Houston, 28%; Los Angeles, 16%; Atlanta, 14.5%; Birmingham, 13%; Baltimore, 12%; Seattle, 11.5%; and San Francisco, 11%.

Green Giant Sets Two Pushes

Green Giant Co. will run a page ad on the back cover of the Nov. 17 *Life* offering a "Storyland Coloring Book" free with two labels from any Green Giant product. The company also will run half-page full-color ads in *Better Homes & Gardens* from October through March for Le Sueur peas. A Paul Revere bowl will be offered as a premium to consumers for $3.50 and two labels from the Le Sueur peas, and will be promoted in newspapers in 15 to 20 markets. Leo Burnett Co., Chicago, is the agency.

Alcoa Names Agency for N.Y.

Aluminum Co. of America, Pittsburgh, has appointed Co-Ordinated Marketing Agency, New York, as its advertising agency for Alcoa foil in Metropolitan New York. The company's two national agencies, Fuller & Smith & Ross and Ketchum, MacLeod & Grove, will continue as heretofore; the budget for Co-Ordinated will be in addition to Alcoa's regular spending.

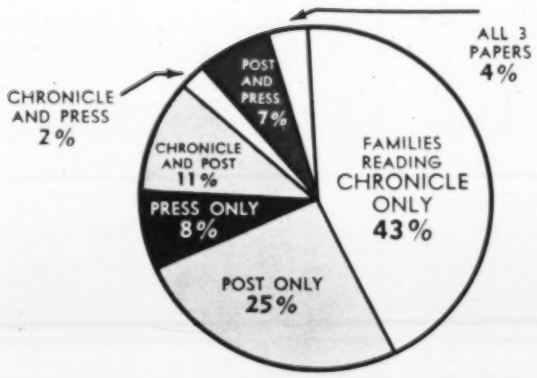
Premium Buyer Traffic Up 10%

The New York Premium Show held at the New York coliseum for the first time this year, attracted 10% more buyers than in 1960, the Premium Advertising Assn. of America reported. Buyer attendence at the show, held Sept. 25-28, rose from 5,331 to 5,811. Exhibitors leased 402 spaces this year representing 592 manufacturing and premium service companies, compared with 314 exhibitors representing 400 manufacturers in 1960.

Formfit Names Temkin

Formfit Co., Chicago, has appointed Harold I. Temkin sales promotion director. He joined Formfit in 1955 as assistant advertising manager.

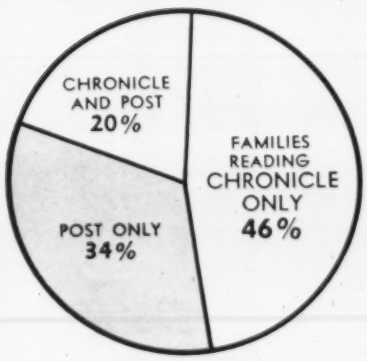
The Chronicle Has More EXCLUSIVE Houston Readers Than Both Other Houston Newspapers Combined!



DAILY
NEWSPAPER, READERSHIP

43%

of all Houston daily newspaper readers read
ONE NEWSPAPER EXCLUSIVELY
. . . that newspaper is
THE HOUSTON CHRONICLE



SUNDAY
NEWSPAPER READERSHIP

46%

of all Houston Sunday newspaper readers read
ONE NEWSPAPER EXCLUSIVELY
. . . that newspaper is
THE HOUSTON CHRONICLE

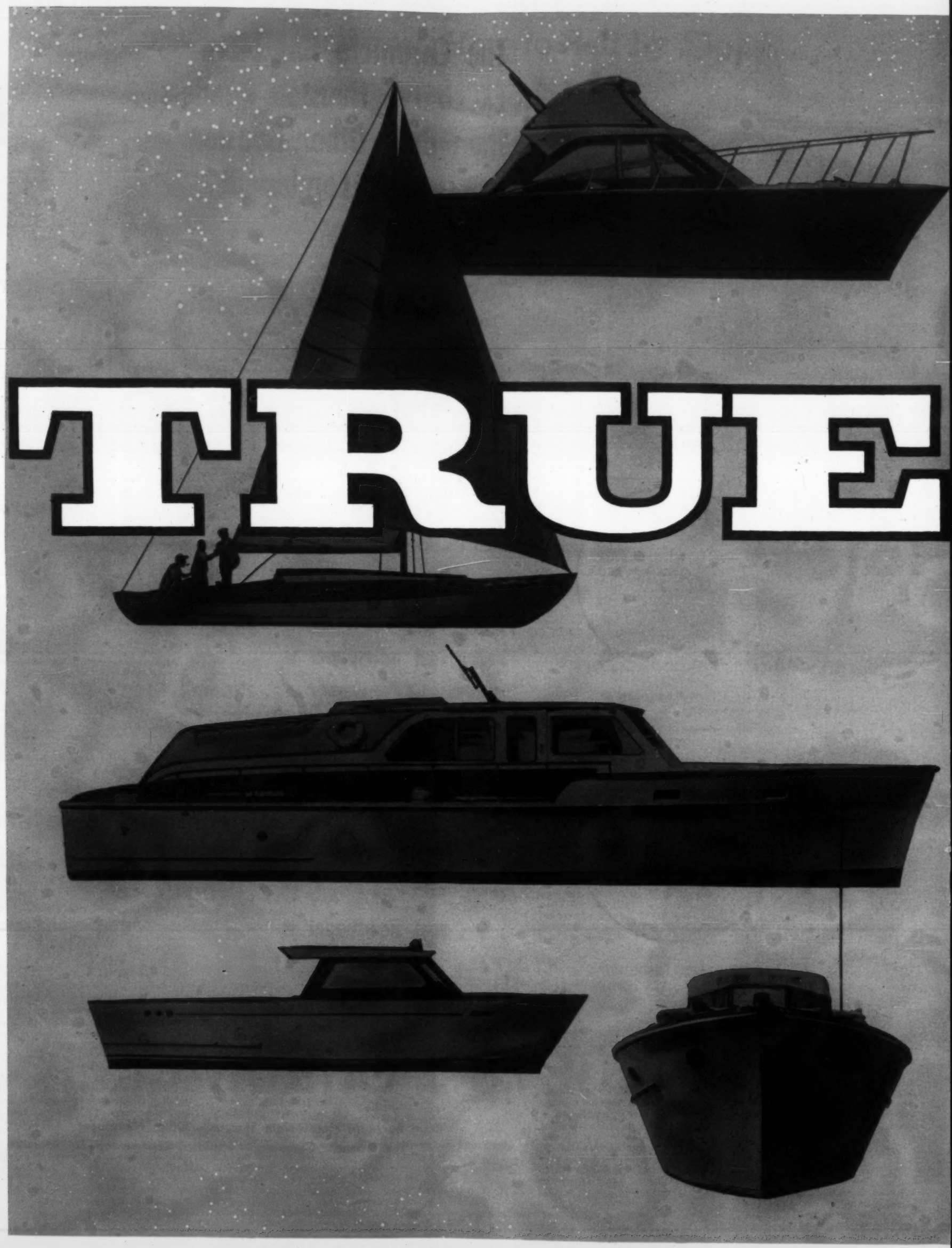
Source: Belden Associates, 1961

THE HOUSTON CHRONICLE

In Houston, The Chronicle Is Your Must Buy

Member The TEXAS GROUP

Read By More Houstonians Than Any Other Newspaper
The Branham Company — National Representatives


TRUE

is first

The readers of True—the world's largest man's magazine—own boats valued at over $350,000,000.

$1.00 in True—in 1962—will reach 34 boat owners—more than in Life, Look or Saturday Evening Post.

ASK YOUR ADVERTISING AGENCY WHAT TRUE CAN DO FOR YOU

A FAWCETT PUBLICATION

Look at all three!

Sure—it pays to look and compare—especially when it comes to the quality of work and service. Comparison proves why the most exacting admen insist on the services of Century!

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

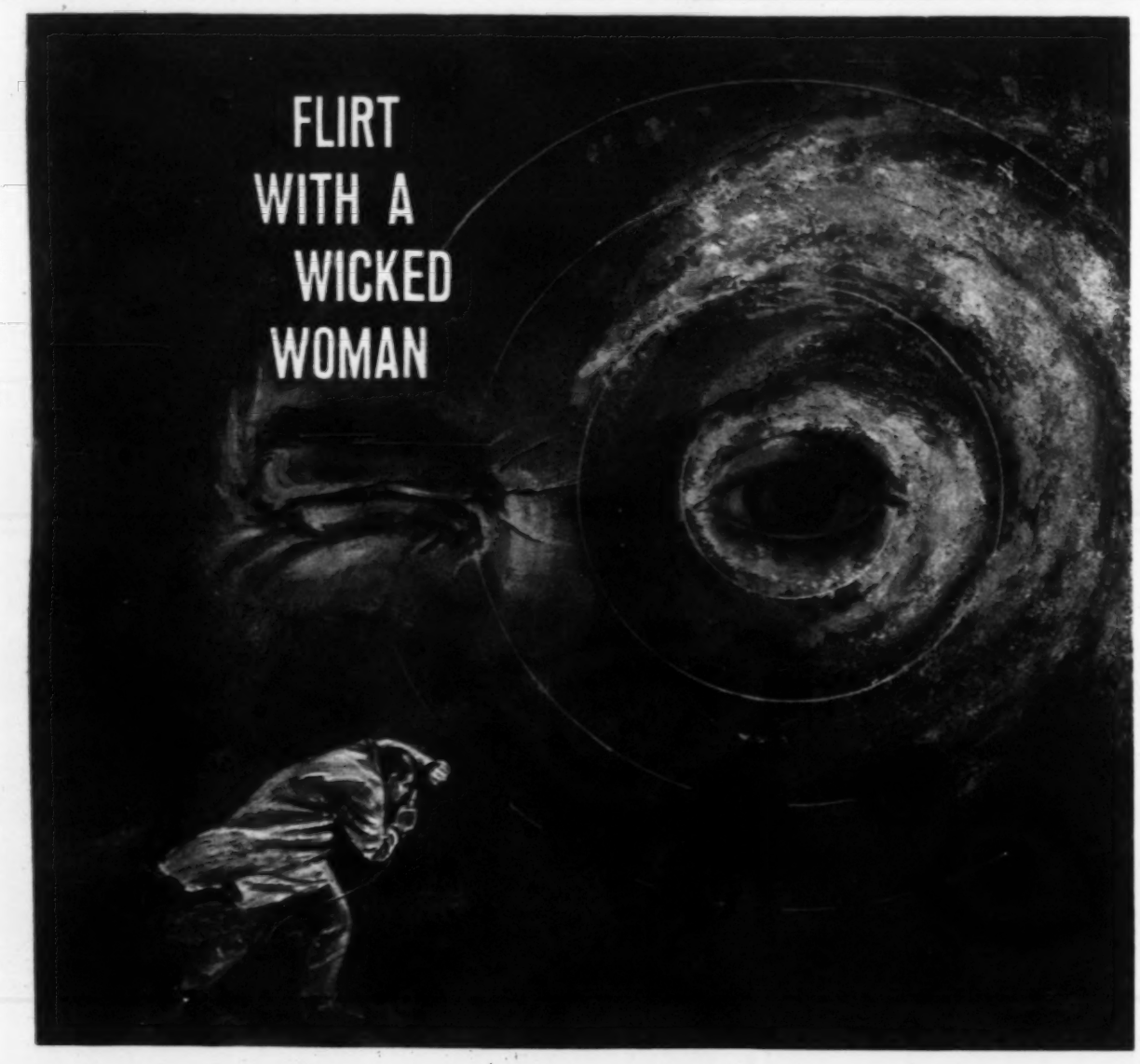
CBS Signs Nestle, Polaroid; ABC Adds Two Sponsors

CBS-TV, New York, has signed Nestle Co. (McCann-Erickson) and Polaroid Corp. (Doyle Dane Bernbach) as co-sponsors of "Thanksgiving Parade Jubilee," an 85-minute CBS News special to be presented Nov. 23 at 10:30 a.m. (EST). The show will feature the Macy parade in New York, the Gimbel parade in Philadelphia and the J. L. Hudson parade in Detroit.

At ABC-TV, Johnson & Johnson (Young & Rubicam) has ordered participations in "ABC Evening Report" and "Bus Stop." The Whitehall Laboratories division of American Home Products Corp. (Ted Bates & Co.) has bought participations in ABC-TV's "The Untouchables," "Ben Casey," "Roaring 20s," "Leave It to Beaver" and "Follow the Sun." Whitehall also is a sponsor of "77 Sunset Strip," "Hawaiian Eye," "Lawman" and daytime programs on ABC-TV.

you owe it to your family to
read this message...
Are You Starving Your Husband Out Of A Promotion?
then...
have breakfast on us for 20 days!
ZOOM
FREE!

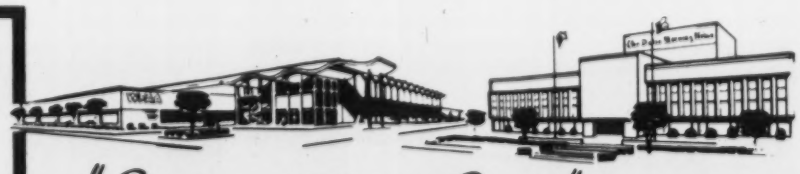
NEWSPAPER TIE-IN—*This 1,000-line ad for Zoom, instant whole wheat cereal made by Fisher Flouring Mills Co., Seattle, runs in newspapers in 21 western markets. Copy reproduces the miller's Reader's Digest ad and invites readers to "have breakfast on us for 20 days." Pacific National Ad Agency handles the account.*



It could be disastrous (and almost was to WFAA's Wes Wise and Jack Renfro). "Carla" was her name, and the courtship lasted a full week. As Texas' worst hurricane in 60 years bore down on the coast, WFAA's two-man team drove from city to city for their date – determined to rendezvous in the very "eye" of the storm. All during this period they reported back to WFAA listeners . . . 42 reports in all. Many have called it the "greatest" reporting job of the year for a station hundreds of miles from the scene.

Another example of top reporting through electronic journalism from "Southwest Central" – the spot on the dial where more of a highly news-conscious audience reside every day. It's just the spot for your message, and your PETRYMAN can effectively slot that schedule for you.

WFAA–820
RADIO DALLAS
Represented by Edward Petry & Co., Inc. The Original Station Representative



AT *"Communications Center."* DALLAS
WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

Lane Uses 'Esquire' Ads Stressing Self to Push 4 Tobaccos

NEW YORK, Oct. 24—Lane Ltd., marketer of English-type smoking tobaccos, will put all its advertising dollars in *Esquire*, beginning with a junior b&w page in November.

Lane recently switched from Kastor, Hilton, Chesley, Clifford & Atherton to Chester Gore Co. The second ad by its new agency will be a quarter-page b&w in the December issue of the magazine, and others are scheduled through winter and spring.

The company will kick off with the statement that "Mr. Lane is no devotee of planned obsolescence." Ads will take the Schweppervescence tack, featuring the company's principal, Herman Lane, in various situations. The first ad, for instance, reads: "Please do not be misled by the sparkling new package posing so brashly with Herman Lane. Everything else is quite old and old-fashioned."

In this case, the package is new. It is titled the Lane Quartet and marks the introduction of four English-type tobaccos in one package. The brands are House of Lords, Black Knight, Orienta and Mountbatten, each in 2 oz. tins, selling at $3.95 for the package.

■ The second ad features Mr. Lane at work blending his product. In a pensive mood, he is shown saying, "It needs more Mahallah . . . and a touch of Dubec."

The agency said it would use *Esquire* exclusively in the new campaign to "broaden interest in Lane tobaccos among people who make up a select but growing group." #

ON AIR . . . PAGE . . . SCREEN

Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.

You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss — adequately and inexpensively. Write for details and rates.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

ROA

Read On Arrival—easy to see why.

Make like a farm family for a moment.
What would be *must* reading for you?
The important news of your business.
No matter where it happens.
As fast as you can get it.

O.K. FARM JOURNAL is the one and only medium in America with a network of full-time field-based *farm* editors stretched across the country to get the vital news of U.S. farming when and wherever it happens.

FARM JOURNAL is published on a high-speed newsmagazine printing schedule for late closing and fast delivery.

FARM JOURNAL achieves nationwide distribution in volume through five regional Editions. Each filled with news *for* and *not just from within* the areas served.

Why leave it to chance when it comes to reaching and selling the men *and* women who run the nation's biggest business? Big buyers. Busy people. They depend on FARM JOURNAL. So do most of the nation's largest advertisers.

2 Separate Newspapers

The El Paso Times Morning and Sunday

El Paso Herald-Post Evening

1

NOW... BUY A KING SIZE MARKET

GENERAL MOTORS TO BUILD MILLION DOLLAR PLANT IN EL PASO

Chevrolet Division of General Motors announces the building of a new zone office and warehouse in El Paso to better serve their dealers in the El Paso Southwest.

BLANKETING THE FABULOUS SOUTHWEST

1 LOW RATE BUYS BOTH

CIRCULATION 107,206

C&W Moves Manley, Larson

Fred Manley, vp and copy director in the San Francisco office of Cunningham & Walsh, has been transferred to New York as special assistant to the exec vp in charge of creative services. Mr. Manley will be succeeded in San Francisco by Hal Larson, who has been copy director in C&W's Los Angeles office. In his new position Mr. Larson will be director of creative services for C&W's western region. Robert Witte, formerly with Cole Fischer Rogow Inc., Beverly Hills, will succeed Mr. Larson in C&W's Los Angeles office.

Westgate Appoints Griffith

Westgate-California Products Inc., San Diego, has appointed Everett Griffith general sales manager of Girard's dressings and Gifford's olives, two product lines recently acquired by Westgate. Mr. Griffith was formerly chairman of Safeway Stores' brand advertising and merchandising committee.

Peerless Pushes Hankey Bannister Scotch via Radio

NEW YORK, Oct. 24—Another scrappy liquor brand will take to the airwaves to fight bigtime competition (AA, Oct. 23).

Starting Oct. 23, Hankey Bannister scotch will begin a 15-a-week spot schedule over WVNJ, Newark. The station, which reaches listeners throughout this metropolitan area, already has schedules running for McCallum's scotch, Old Hickory bourbon and Philadelphia White Label. The three Publicker Distiller hard liquor products are now testing radio in defiance of the broadcast industry's and the liquor industry's bans against radio-tv advertising of intoxicants stronger than wine or beer. The liquor ads on WVNJ reportedly have elicited no listener complaints. The one-minute Hankey Bannister tapes will go like this:

(Sound of Big Ben tolling in background. . .English announcer speaks. . .)

"That is the sound of London calling. Around the world, wherever the officers of Her Majesty's services and diplomatic corps are deployed, one is apt to hear the chimes of Westminster announcing the newscasts. And a request for Hankey Bannister scotch whisky is another familiar sound in the clubs at these far-flung posts. Surely these gentlemen have the widest selection of brands available to them. Yet, they've specified the blend that is Hankey Bannister, consistently over the years. They judge by taste . . . and Hankey's uniquely delicate flavor has won their favor. Hankey Bannister scotch whisky, choice of those with the widest choice, is a superb blend of 100% fine scotch whiskies, 86 proof, and bottled in Leith, Scotland; yet most modestly priced for so fine a whisky. Won't you make Hankey Bannister your choice? Imported by Peerless Importers Inc., New York."

■ Hankey Bannister's distribution is strongest in this area; it is spotty between here and Washington and into New England.

Pace Advertising Agency tried to clear other stations for Peerless in the New York area, but found them non-receptive. The National Assn. of Broadcasters, whose radio code forbids the acceptance of hard liquor copy, has issued warnings against the shortsightedness of carrying this kind of business. WVNJ is not a code subscriber.

The WVNJ test has been set for a four-week run. It will be accompanied by a 50-line newspaper schedule in about seven newspapers. #

Tidewater Opens Football Push

Tidewater Oil Co., Los Angeles, is using outdoor posters and newspaper ads to support a Football Tickets for Kids promotion in Los Angeles and San Francisco. The promotion is a repeat from last year and involves free passes to college football games in the two cities for children under 15. A Tidewater customer receives a voucher which with purchase of a general admission ticket by an adult allows free passes for up to five children to collegiate games. Foote, Cone & Belding is the agency.

Fisher Adds Pendant

Pendant Publishing Co., Chicago, and its subsidiary, International Kennel School, producer of specialized training courses for pets, has appointed M. M. Fisher Associates, Chicago, to handle its advertising. The company formerly placed direct.

Take a second look

(it's McGregor-Soderstrom, in Duluth)

Take a second look at the Duluth-Superior market—

it's bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

Bigger than Madison or Des Moines!

Bigger than Austin, Pensacola or South Bend!

Duluth-Superior—BIGGER than you think—and only KDAL delivers it all!

KDAL—CBS RADIO-TELEVISION/3—AN AFFILIATE OF WGN, INC.—REPRESENTED BY EDWARD PETRY & CO., INC.

*Sales Management population estimates, January 1, 1961.

The #1 newspaper in Dallas

THE DALLAS TIMES HERALD

CONTINUOUSLY PUBLISHED FOR 86 YEARS THE TIMES 1876 THE HERALD 1886 CONSOLIDATED 1888

adds

PARADE

as its only syndicated Sunday magazine, beginning January 7th, 1962

NOW PARTNERS IN PROGRESS

They'll Perform in Big Times Herald Show To Help Hurricane Victims

THE DALLAS TIMES HERALD

CARLA AID
Benefit's Seating Expanded

Full Mobilization Shunned by U.S.

Reds Might Have Unleashed War

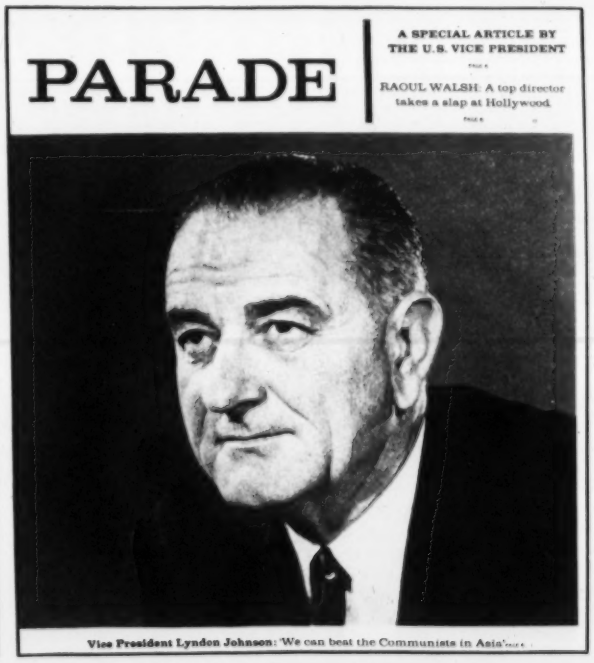
FOOTBALL, U.S.A. ON PARADE

Titche's To Open New Store

ALL EGYPTIANS TOLD TO GET OUT OF SYRIA

LBJ Says West Firm, Ready

Serving one of America's great growth markets with the largest Metropolitan Area circulation in the Southwest, the Dallas Times Herald is first in Dallas, in Dallas County, in the Dallas Metropolitan Area and in the Dallas Retail Trading Zone. The Times Herald *is* the Dallas Market!


PARADE

A SPECIAL ARTICLE BY THE U.S. VICE PRESIDENT

RAOUL WALSH: A top director takes a slap at Hollywood

Vice President Lyndon Johnson: We can beat the Communists in Asia'....

Now Parade has the largest Texas circulation of any syndicated Sunday magazine—with distribution through the Beaumont Enterprise, the El Paso Times, the Fort Worth Star-Telegram, the Houston Chronicle, and the Dallas Times Herald.

The Dallas Times Herald is represented nationally by The Branham Company.

Stan Young

It's dollars to doughnuts: your best bet in the home service field is American Home ... more pages of home service features (decorating, building, gardening, and food) than any other mass magazine.

photo from American Home

AMERICAN HOME

CIRCULATION 3,750,000 FAMILIES

The Modern Hospital

a MONTHLY magazine—the frequency overwhelmingly preferred in *this* market

In 1962 hospitals will use $3.5 billion worth of equipment and supplies for operation and maintenance of physical plant. They will spend another $1.2 billion for building and equipping new facilities, and they will have a payroll of $6.5 billion.

if the hospital is your market

THE MODERN HOSPITAL IS YOUR MEDIUM —here are 11 specific reasons why:

1. *Strong editorial service* provided by an independent publisher, implemented by an experienced staff of professional journalists working with outstanding authorities in the field of hospital administration and operation, and with a national network of qualified reporters.

2. *Editorial scope* suited to all the needs and interests of its total audience, balanced for maximum total impact.

3. *Readership* documented and sustained by a Continuing Study of Readership conducted regularly among hospital administrators and department heads.

4. *Circulation*—the only totally inducement-free paid circulation in the hospital field.

5. *Documented coverage* of 84.7% of the entire market, with 88.5% coverage of the over-100-bed hospitals comprising the core of the market.

6. *Market penetration*—verified pass-along (internally controlled) distribution.

7. *Monthly frequency of issue.* This is the frequency preferred by a margin of 6 to 1 among hospital administrators, documented by a detailed 1960 survey. Maximum advertising continuity at minimum cost.

8. *Advertising readership and action response*, defined by Continuing Study of Readership.

9. *Advertising leadership* over 49-year life of THE MODERN HOSPITAL—more advertisers using more advertising pages and investing more advertising dollars than in any comparable magazine. In 1960 and in the first nine months of 1961 THE MODERN HOSPITAL carried 45% of all advertising pages in the three magazines of hospital administration. Of the 561 advertisers in these magazines in 1960, 211 (38% of the total) used THE MODERN HOSPITAL exclusively.

10. *Audience acceptance*, as evidenced in leadership in classified advertising, used by hospitals and hospital executive personnel to communicate with each other when in search of personnel or employment. In the first nine months of 1961 THE MODERN HOSPITAL carried 46% of all classified lineage in the hospital administrative magazines.

11. *Auxiliary services* to help advertisers implement and merchandise publication advertising. Major items: the only complete, detailed *Directory of Hospitals*, maintained for accuracy by monthly change sheets; detailed, verified fortnightly *Advance Construction Reports*, most complete, accurate and current available from a hospital magazine. Plus the most extensive market, media and reader research made available by any hospital magazine.

THE MODERN HOSPITAL
1050 MERCHANDISE MART, CHICAGO 54, ILLINOIS

F. W. DODGE CORPORATION
A McGraw-Hill Company

New England Food Chain Adds Its Own Cigaret: Sweet Life

WINDSOR LOCKS, CONN., Oct. 24—There'll soon be a new name in cigarets, Sweet Life, as the trend to private labels in supermarkets grows (AA, Oct. 23).

Following the lead of Shop-Rite supermarkets, Elizabeth, N. J. (AA, Aug. 21), another chain is set to launch its own label in competition with national brands.

The new entry is Springfield Sugar & Products Co., a voluntary association of 150 supermarkets in Connecticut, Massachusetts, New Hampshire and Vermont. The chain has just signed with U.S. Tobacco Co. to manufacture the Sweet Life label, which will come in king-size plain and king-size filters. Sweet Life is the label under which all Springfield Sugar private products are sold. The chain does not use an agency.

No date has been set for the introduction of Sweet Life cigarets, and the package is still in the design stage.

■ Meanwhile, Shop-Rite will soon add menthols and regulars to the king-size straights and filters which it has been marketing under the Shop-Rite label for about five months. The cigarets also are manufactured by U.S. Tobacco, which is now negotiating with other chains for similar private brands.

Commenting on some persistent reports, U.S. Tobacco said it had not heard from Great Atlantic & Pacific Tea Co., which the national brand companies are watching closely.

According to *Super Market Merchandising*, supermarket sales of cigarets and tobacco in supermarkets last year totaled $1,383,000,000, or 4% of total supermarket volume. Estimates place sales of cigarets through supermarkets at "probably more than 50%" of total industry sales.

Shop-Rite reported its sales were "continuing at a nice rate." It attributed its success to pricing (usually about 40¢ a carton less than the nationally-advertised brands), and the fact that Shop-Rite is actually a brand. The company said it had "capitalized on the Shop-Rite name." #

Three Join MacFarland

MacFarland, Aveyard & Co., Chicago, has appointed F. Thomas Bertsche and James A. Dernocoeur account executives and Norman K. Carrier chief tv and radio time analyst and buyer. Mr. Bertsche, who will work on some of the new MacFarland, Aveyard accounts, formerly was an account executive with Wentzel & Fluge. Mr. Dernocoeur, formerly advertising and sales promotion manager of Norge Chicago Corp., will handle the Quality Chekd Dairy Products Assn. account. Mr. Carrier formerly was with Young & Rubicam.

Pleskach & Smith Expands

Pleskach & Smith Advertising Agency, Omaha, is now handling advertising in international markets. The agency now produces all visual ad materials in the language of the country where clients' products are sold, and clients are being serviced in all major cities of West Germany, England, Australia, South America, the Bahamas and parts of Africa.

Mover Sets Radio Test Push

American Transfer & Storage Co., Dallas, agent for Mayflower Van Lines in the Dallas-Garland-Irving-Arlington area, has decided to use radio for a test campaign. Theme of the saturation drive will be Poly-Pride-Pak, Mayflower's name for its pack-for-moving process. Ayres Compton Associates, Dallas, is the agency.

Socrates Bank Award Made

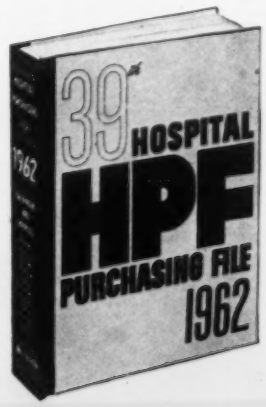
The Citizens & Southern National Bank, Atlanta, has received the Socrates award from *Bank Ad-Views*, New York, for most effective bank newspaper advertising during the year.

White Promotes Weller

H. D. Weller has been named to the new position of vp and director of marketing of the White division of White Motor Co., Cleveland. He formerly was vp-sales of the White division.

Patten Joins Cappel

William Patten has resigned as vp, chairman of the plans board and marketing director of Lennen & Newell, San Francisco, to join Cappel, Pera & Reid, Orinda, Cal., as an executive.



HOSPITALS COME HERE TO BUY

your catalog filed here will help them buy from you

Since 1919 HOSPITAL PURCHASING FILE has been the standard source of buying information for hospital administrators, purchasing officers and using department heads—a unified, well indexed file of product information, distributed to every worthwhile hospital, retained for reference when products are being considered and purchases made. Plan now to have your products fully catalogued in the 1963 Edition —now in preparation. Ask now for full details, proof of use.

HOSPITAL PURCHASING FILE • 1050 Merchandise Mart, Chicago 54

The Sunday Oklahoman covers

71%

of the urban households in the 26 county Oklahoma City Retail Trading Zone

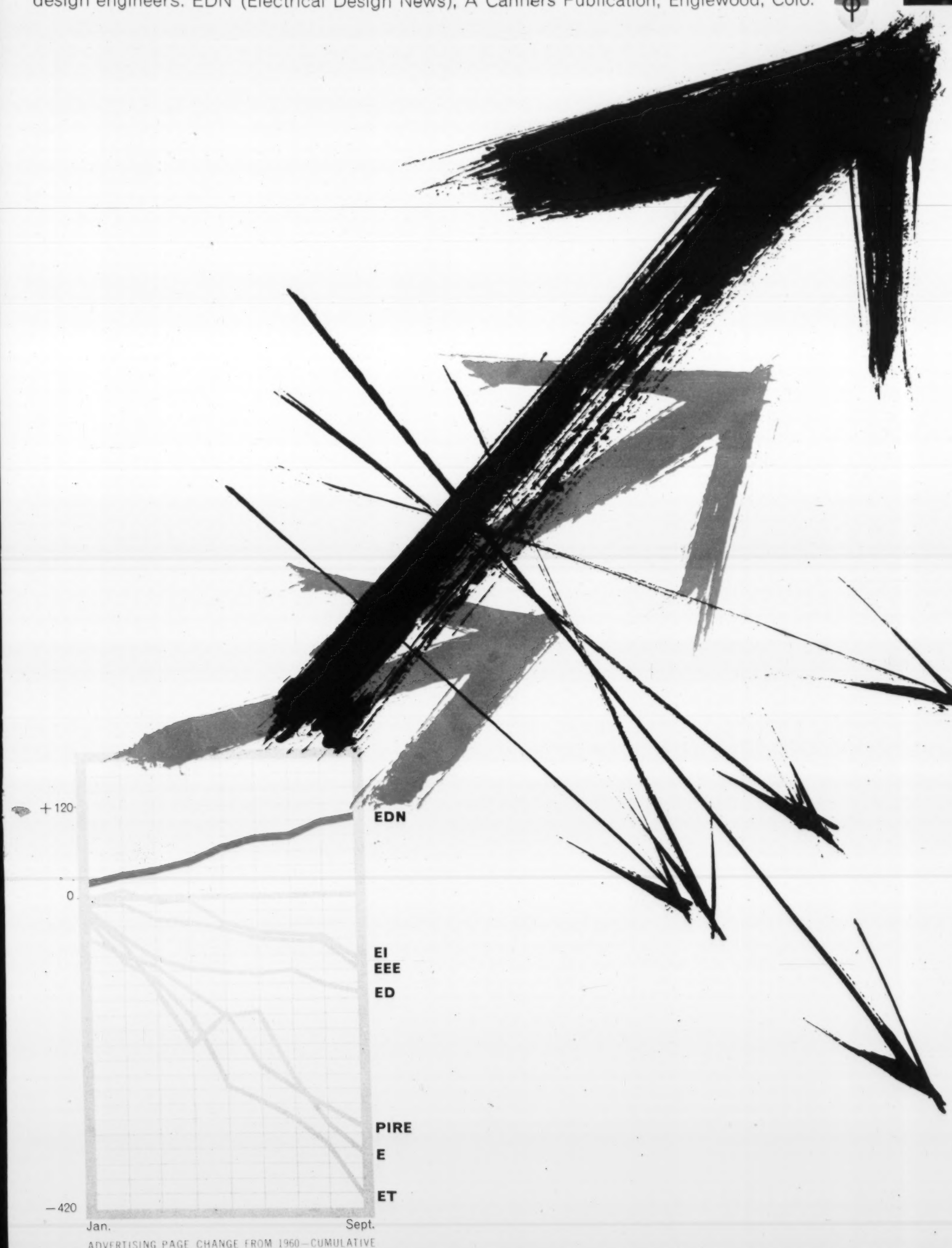
THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Co.
Represented by The Katz Agency

IT'S THE MARKET DELIVERED THAT COUNTS!

ONLY EDN IS UP! Now . . . for *nine* consecutive months, only EDN among electronic engineering publications has gained in advertising pages over 1960. While six other publications are down 1363 pages, EDN is *up* 101 pages. In *total* pages . . . EDN tops the monthlies, having passed Proceedings of the IRE and Electro-Technology in September. And EDN's November issue will carry the largest number of advertising pages in its history. The reason: editorial vitality . . . adaptable design ideas . . . that stimulate readership . . . recognition . . . response . . . among electronic OEM design engineers. EDN (Electrical Design News), A Cahners Publication, Englewood, Colo.

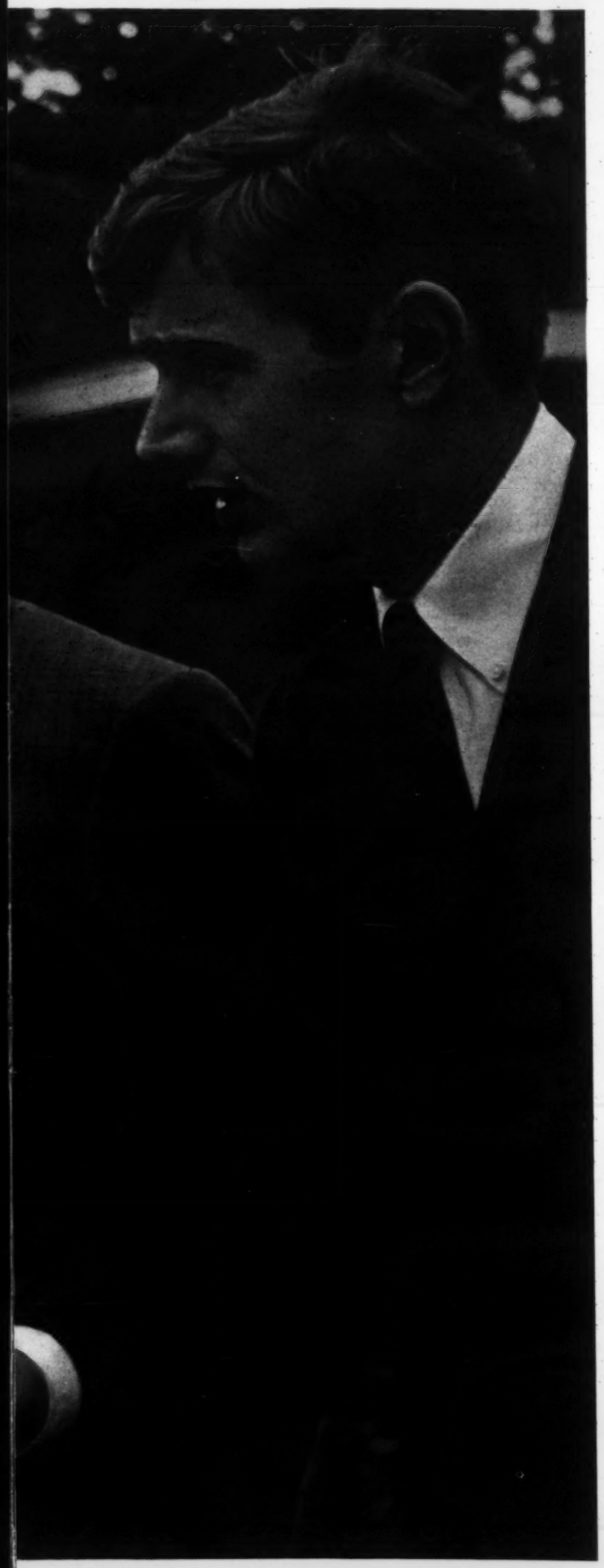


ADVERTISING PAGE CHANGE FROM 1960—CUMULATIVE

Formula for sales potential:

European Chemical Exhibit + CE

Report = American Reaction



DATELINE, ACHEMA—"American manufacturers of chemical equipment can compete successfully in Europe because of shorter delivery times."

That was part of the story of ACHEMA, a gigantic chemical equipment exposition at Frankfurt, Germany, reported in CHEMICAL ENGINEERING by Eugene Guccione, assistant editor.

Gene's story, calculated to stir reactions in the American chemical industry, told CE subscribers that American exhibitors at the fair enjoyed great European sales success. European makers of chemical equipment, busy with a backlog of domestic orders, are not interested in the American market at the moment, the story said. On the other hand, one American firm, a supplier of gas density gages, received 1,500 inquiries.

The fact that Gene was a working chemical engineer himself before joining McGraw-Hill's CHEMICAL ENGINEERING helped him to distill the meaningful stories from the wealth of information available at the exposition. Gene won his degree at New York University, plus an alumni award for his work in solar distillation. Before turning to business journalism, he was a technical writer for a chemical engineering firm and also worked as a chemical piping draftsman.

Vigorous, incisive news coverage—like sending an editor to cover the important ACHEMA story personally—is typical of the editorial approach that has earned McGraw-Hill business publications more than 1.5 million paid subscriptions. And these readers, key men throughout business and industry, are the kind of special audience advertisers depend upon for sales.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.,
330 WEST 42nd STREET, NEW YORK 36, N.Y.

Developments of interest to *all* McGraw-Hill publications received full attention at the ACHEMA exposition. While Gene Guccione (center) covered for CE, McGraw-Hill's World News Service Bonn Bureau Chief Pete Forbath (right) was ready with questions of his own. Here they discuss new chemical equipment with Dr. Herbert Bretschneider, Managing Director of ACHEMA and of the German Association of Chemical Equipment Manufacturers.

THE LUBBOCK MARKET IS NEAR THE.....

BILLION DOLLAR MARK

Individual Income in the 20 County South Plains Area Is $866,450,000

Authority:
EDITOR AND PUBLISHER'S
37th Annual Market Guide

LUBBOCK AVALANCHE JOURNAL
Lubbock, Texas

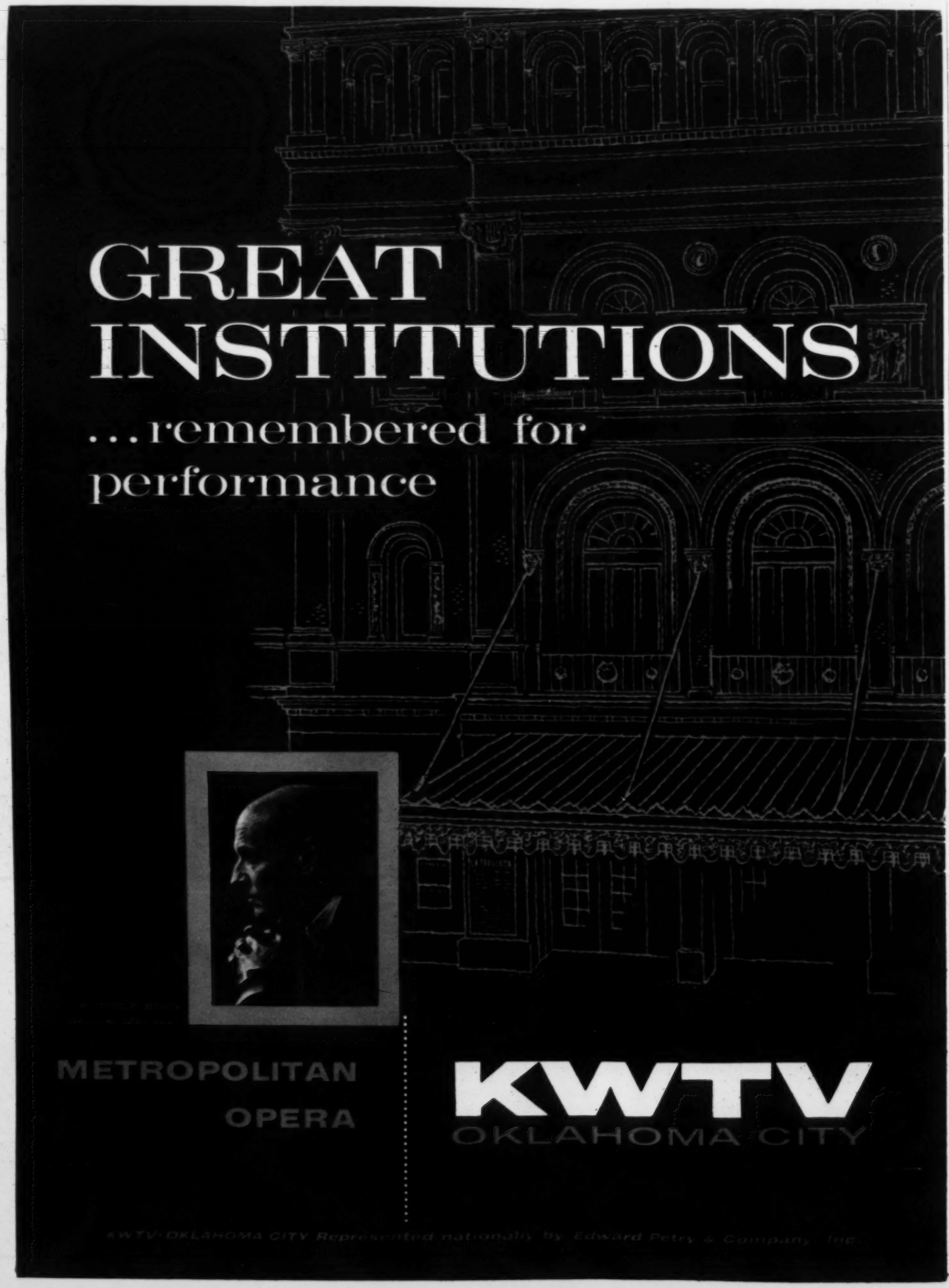
Interstate Vending Merges With Brass Rail Chain

Interstate Vending Co., Chicago, vending company, has combined operations with Brass Rail Inc., New York, national food service enterprise. Blackstone, Steiner & Beekman, New York, handles the Brass Rail account; Interstate has no agency.

The two companies will offer on a nationwide basis all types of public and private food service, ranging from completely automated service to luxury dining facilities, the companies said. Interstate services more than 20,000 vending machines in industrial and other locations in 30 states. Interstate volume is $42,600,000; Brass Rail's sales amount to $16,000,000.

Ratke, Caine Appeal Conviction

David L. Ratke and Monroe Caine, convicted of mail fraud and false advertising (AA, July 31), will appeal their conviction to the U. S. court of appeals, according to attorney Milton Bass, New York. A federal court in Detroit sentenced Mr. Ratke to one and one-half years in prison and fined him $3,000; Mr. Caine was sentenced to one year in prison and fined $2,000.



COULD YOU TAKE ADVANTAGE OF DAILY INTEREST ON SAVINGS NOW PAID BY PEORIA BANKS?

Here is the advice we give savers at First Federal Savings

First Federal Savings
AND LOAN ASSOCIATION OF PEORIA

EXPLANATION—*First Federal Savings & Loan Assn., Peoria, ran this newspaper page to explain the difference between savings accounts at banks and at savings and loan associations. It points out some accounts can earn more interest in a bank paying daily interest. Becht & Blomeyer is the agency.*

Coming Conventions

(Listed Alphabetically)

Advertising Federation of America, 2nd district, Hotel Hershey, Hershey, Pa., Nov. 10-12; 8th district, Hotel St. Paul, St. Paul, Minn., Nov. 24-25.

Agency Management Seminar, sponsored by Advertising Age, La Salle Hotel, Chicago, Oct. 30-31.

American Assn. of Advertising Agencies, eastern region meeting, Biltmore Hotel, New York, Nov. 15-16.

American Marketing Assn., annual winter conference, Biltmore Hotel, New York, Dec. 27-29.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, May 3-6, 1962.

Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va., Nov. 2-4.

Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York, Nov. 6-8.

Financial Public Relations Assn., 16th annual convention, American Hotel, Bal Harbour, Fla., Nov. 26-30.

International Advertising Assn., 14th World Congress, Sheraton-Chicago Hotel, Chicago, April 17-19, 1962.

National Assn. of Broadcasters, regional conferences: Somerset Hotel, Boston, Nov. 10; Pittsburgh-Hilton Hotel, Pittsburgh, Nov. 13; Leamington Hotel, Minneapolis, Nov. 15; Robert Meyer Hotel, Jacksonville, Nov. 20.

National Business Publications, annual spring meeting, Boca Raton Hotel & Club, Boca Raton, Fla., March 11-15, 1962.

Ohio State University, 18th annual advertising conference, Ohio Union, Ohio State University, Columbus, Nov. 17.

Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago, Nov. 7-9.

Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla., Nov. 13-15.

Television Bureau of Advertising, annual meeting, Statler-Hilton Hotel, Detroit, Nov. 15-17

Two Name Rosenbloom

Irving J. Rosenbloom & Associates, Chicago, has been named to handle advertising for Federal Bake Shops, Davenport, and Rainfair Inc., Racine, Wis., manufacturer of water repellent top coats.

'Family Camping' Sold

Evergreen Enterprises has purchased *Family Camping* from Duralith Corp., Philadelphia. New offices are in the Central Medical Bldg., Philadelphia.

guaranteed to be important

EACH ISSUE/EACH WEEK

DRUG NEWS WEEKLY will command the most immediate, most intensive readership in the drug field

It has to. As the Drug industry's only weekly newspaper, **Drug News Weekly** is the fastest available source of news about manufacturer deals, new products, government action—in fact about all aspects of the retailing and wholesaling of drugs and kindred merchandise.

Both editorially and in delivered audience, **Drug News Weekly** provides the unique opportunity for comprehensive coverage of today's expanding drug market, including Drug Stores, Discount Houses, Supermarkets, Department and Variety Stores.

Drug News Weekly takes its place as the newest in a line of Fairchild business newspapers which have become absolutely essential to practically every other retail field you can think of. Such successful service has made Fairchild the World's largest business news organization. This is why we can back up our guarantee. Call us for a copy.

DRUG NEWS WEEKLY

7 East 12th Street, New York City. AL 5-5252

The Big Difference is News

. . . OF CANADA'S POPULATION
LIVES IN METROPOLITAN

MONTREAL!

That's an important fact to keep in mind when planning your sales program in Canada's largest city. . . . But here's another equally important fact . . . One newspaper, The Star, delivers your advertising to the majority of households in Montreal's English market. With its home readership by the family every evening, The Star gives you that extra reader attention which adds more impact to your sales message.

Write for a free copy of
The Star's market data book.

The Montreal Star

Represented in the United States
by O'Mara & Ormsbee Inc.

Arends Names 2, Adds 1

Donald L. Arends Inc., La Grange, Ill., has appointed George B. Peterson a vp and has named Robert Russell an account executive. Mr. Peterson joined the agency in 1960. Mr. Russell was formerly with Three Dimensions, Chicago exhibit company. At the same time, Arends has been appointed promotional agency for *Electric Light & Power*, Chicago, Haywood Publishing Co. publication.

Power Promotes Wilson

Daniel Wilson, formerly a senior producer of Jules Power Productions, New York, has been appointed vp and administrative head of the tv packaging company. Jules Power henceforth will devote all his time to his new post as director of children's programming for ABC-TV, meanwhile retaining his title as president of Power Productions.

Agency Unit of ABC Acts to Formalize Board Nominations

CHICAGO, Oct. 24—The advertising agency division of the Audit Bureau of Circulations last week approved a resolution asking that a committee be established within the division which would nominate a slate of candidates for election to the ABC board of directors.

The resolution proposes that members of such a nominating committee would be chosen by incumbent agency directors, and that no committee member be eligible for nomination as a director. Such a committee would be selected at each annual meeting. In addition to candidates proposed by the committee, other candidates could be nominated by the membership, which is the current practice in all ABC divisions.

Following are the other resolutions which were approved last week at the various divisional meetings:

- The agency division proposed a revision in the ABC by-laws, which would provide that one of the six agency directors be selected from a Canadian agency.
- A resolution from a joint meeting of the advertiser and agency divisions asked that "every business publication which has significant unpaid circulation" provide an audit of the unpaid circulation. It currently is optional for business paper publishers to conduct such an audit of unpaid circulation.
- The agency division adopted a resolution commending Sidney W. Dean Jr., vp of McCann-Erickson, who resigned as an ABC director. Mr. Dean will retire in the near future from the advertising field.
- The weekly newspaper division approved a resolution asking all divisional members to step up use of the ABC insigne in their ads in the trade press and in their own publications.
- The farm publications division asked the ABC board to adopt a new format for Paragraph 3 in publishers' reports for farm books. This change will permit farm publications, on an optional basis, to report circulation by county-size breakdowns rather than by city-size breakdowns.

The only new director of ABC is Fred Wittner, president of Fred Wittner Co., New York, who succeeded Sidney W. Dean Jr., vp of McCann-Erickson. All of the other 19 ABC directors were reelected. #

Whitehall Shifts TV Shows

Whitehall Labs, New York, through Ted Bates & Co., has shifted some of its tv budget from alternate-week sponsorship of "Calvin & the Colonel" to "The Untouchables" and "Ben Casey," all ABC-TV shows. The additional "Untouchables" buy gives Whitehall a weekly one-third on that series. One-sixth of the show became available when J. B. Williams Co. dropped out in favor of an ABC daytime schedule. The alternate sponsor of "Calvin," Lever Bros. Co., will take over as weekly backer of the cartoon show.

Reynolds Boosts Wrap on Radio

Reynolds Metals Co., Richmond, Va., will promote its Reynolds wrap in spot radio for the first time in at least two years. A six-week experimental effort, starting Nov. 6, will be run on nine stations in Los Angeles, Dallas-Fort Worth, New Orleans, Miami and Philadelphia. From 40 to 60 one-minute spots per week per market will be used. The sound of foil will be musically and electronically rendered in the commercials. Lennen & Newell is the agency.

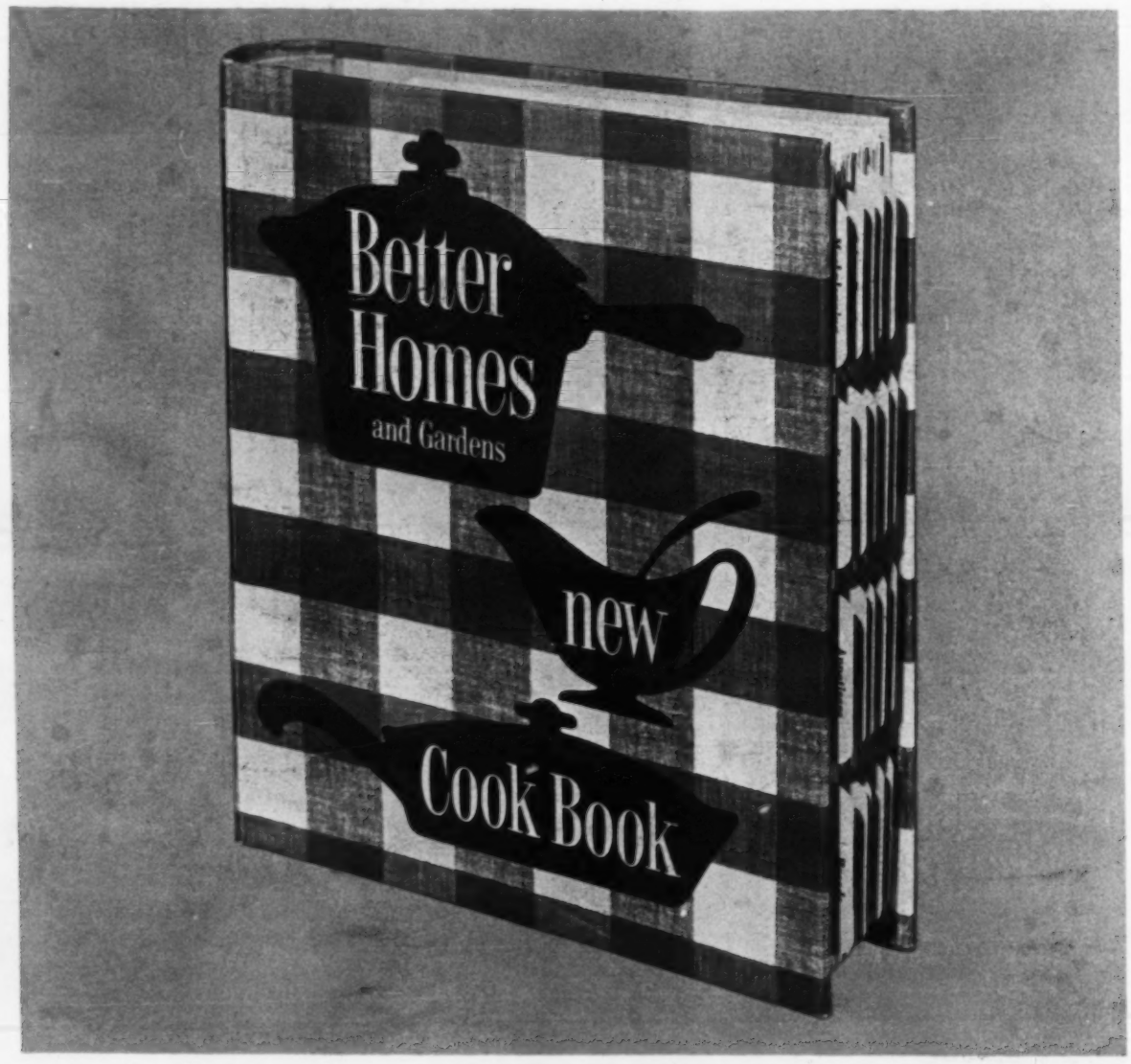


Photo courtesy of BH&G Book Division, an A&SP advertiser since September, 1960

When is a product a premium?

Today, more than ever before, the emphasis in incentive merchandising is on nationally-known name brands.

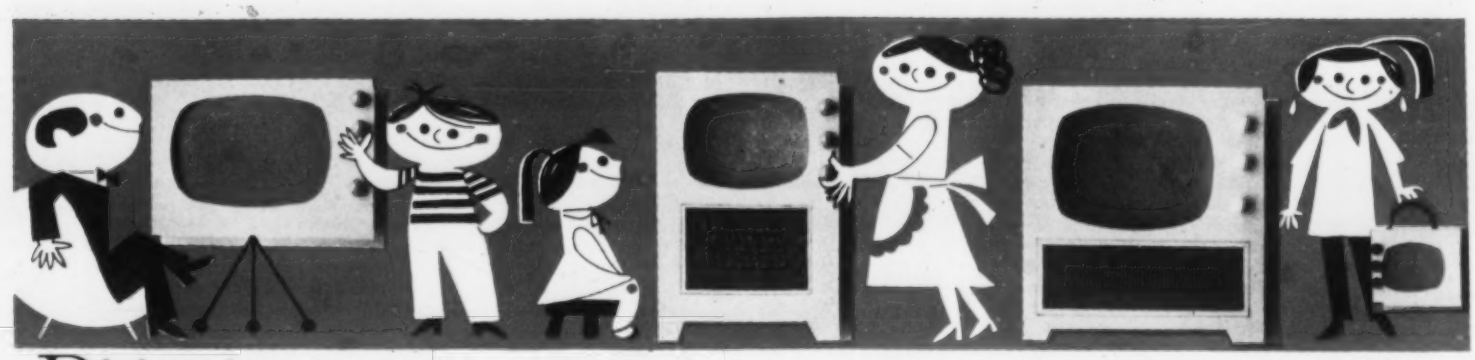
Some four thousand companies — manufacturers and business firms — regularly incorporate premium or incentive offers into their promotion plans to introduce new products, broaden distribution or increase share of market.

Because of the limited size of sales staffs of most companies selling the premium market, these important premium buyers receive only infrequent sales contact.

Yet this audience can and is being successfully cultivated through the judicious use of advertising.

Our present premium advertisers know it works. We would be happy to explain why it does if your company (or a client's) is anxious to expand its share of the market for premium merchandise.

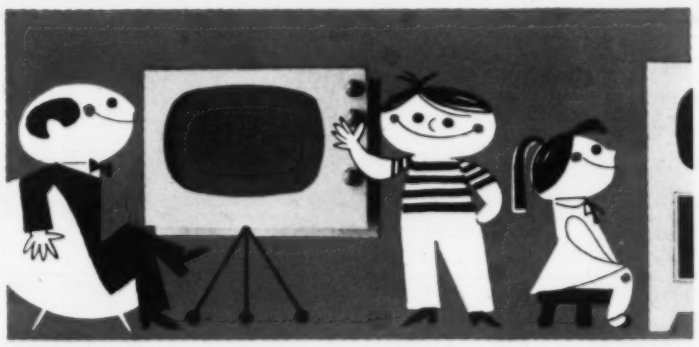
A & S P Advertising & Sales Promotion
FORMERLY ADVERTISING REQUIREMENTS
200 E. ILLINOIS ST. • CHICAGO 11, ILLINOIS



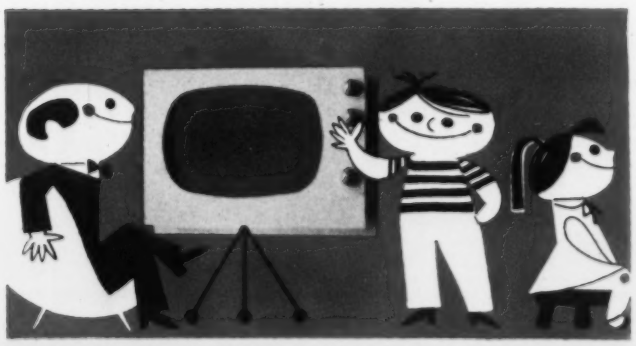
Digest
820 *chances-to-sell per dollar*

Look
405 *chances-to-sell per dollar*

...double your chances-to-sell TV sets



Post
379 *chances-to-sell per dollar*



Life
348 *chances-to-sell per dollar*

—or any other major appliance— with each dollar you invest in the Digest

Every time an advertisement is seen, it has a *chance-to-sell*. And, nationwide research by Alfred Politz* has measured these *chances-to-sell* to people in families which bought TV sets recently:

In the Digest	35,697,000
In Look	17,769,000
In the Post	16,801,000
In Life	16,377,000

Chances-to-sell to these buyers *per dollar* invested in a 4-color page are illustrated at the left. As you can see, the Digest provides about twice the *chances-to-sell* of its nearest competitor . . . typical of the advantage you get advertising any type of product in Reader's Digest. Let the Digest's proven selling power work for *your* product!

*Source: Alfred Politz Media Studies

People have faith in

Reader's Digest

Packages Fuddle Buyers, Kefauver Tells Institute

Comparison Vexations 'Another Reason for Dept. of Consumers'

NEW YORK, Oct. 24—Sen. Estes Kefauver (D., Tenn.) contends that the consumer is being "confounded" by packaging practices which have become standard marketing procedure.

Speaking at a session of the Packaging Institute's annual packaging forum, Sen. Kefauver said bad packaging and labeling techniques are not the work of "an industry fringe," but represent "some of our best known and reputable manufacturers."

The chairman of the Senate anti-trust and monopoly subcommittee also charged that "the marketing aspects of containers have not kept pace with technological advances." He said today's package too often is not functioning as "an honest, easy-to-understand salesman."

"If our economy is to function properly," he said, "it is necessary that the consumer's choice be a rational one, that he reward with his dollar the manufacturer of a product who deserves to be rewarded for producing the better product at the cheaper price.

■ "In other words, it is important to the health of our economy that the shopper be a wise shopper. And to shop wisely means, at a minimum, that the consumer must be able to compare prices easily between competing brands."

Sen. Kefauver said the packaging and labeling hearings held last summer (AA, July 3) "present just one more good reason why there should be a Department of Consumers at the cabinet level." He said such an agency, in addition to helping the consumer, would be a "sounding board you could not purchase for millions of your research dollars [for information] as to what consumers are saying and thinking."

The senator was pinch-hitting for Sen. Phillip A. Hart (D., Mich.), who headed the "task force" of the anti-trust subcommittee, which looked into packaging abuses. Sen. Kefauver said he and Sen. Hart believed "it's always better to have self-regulation." He said they were not pre-sold on any packaging legislation and had no particular legislation in mind.

Sen. Kefauver added, however, that Sen. Hart planned further hearings at the end of October, again in mid-December, and if necessary, early next year, to "give all groups and parties involved an equal opportunity to explain their position."

■ William S. Fishman, senior vp of Automatic Retailers of America, Chicago, called on marketers to start designing packages with vending machines in mind. Mr. Fishman said 17 cigaret packs out of every 100 are sold in vending machines. In 1960, he said, volume of vended hot canned foods (including soups) was a little more than $22,000,000, of which 60% was soup.

He said the business needs "a container which the patron can secure without violation to his auditory sensibilities, without irritating the nerve endings of his hand, without being required to eat from an un-aesthetic container, without the need for openers or standing in line for openers, with-

"Packaged" Swipe Files

MANN'S PICTORIAL DICTIONARY AND ENCYCLOPEDIA

One of the rarest pictorial works ever published. Literally thousands of hard-to-find illustrations, dating back to the 1890's, from all over the world. Great "swipe" file. Reproducible without copyright problems. Two volumes, each 280 pages, 8½ x 11. The set.....$35.00

THE PICTURE DICTIONARY

This gigantic work contains more than 100,000 pictures *alphabetically arranged*, making it simple to find any "swipe" quickly. No similar book in existence. Widest variety of subjects. Reproduction rights included; no copyright problems. A must for highly usable "swipes." By saving hours of searching it pays for itself over and over. Two volumes, totalling 3008 pages 9 x 12. The set..$50.00

INTERNATIONAL ENCYCLOPEDIA OF ILLUSTRATIONS

The thousands of illustrations run through just about every conceivable subject known to man (and some not so well known). A self-contained "swipe" file and research aid. Reproduction rights included; no copyright problems. 448 king size pages 10 x 17.....$25.00

Special Combination Offer — SAVE 10%

You save $11.00 when you order all three titles (5 volumes) for only $99. We ship prepaid when check accompanies order. Otherwise we ship C.O.D. plus delivery and C.O.D. charges.

ARCO BOOKS
Dept. 11
480 Lexington Ave., New York 17

out worrying about spilling.

■ "I submit that the food processor who views this market with an interest in selling food—rather than offering food in the container he has found satisfactory for his other channels of distribution—stands to make a lot of money."

Mr. Fishman said there are 32 cold drink machines dispensing soft drinks in bottles for every hot food unit, and five cold drink machines pumping out beverages in cups for every hot food unit. While the average hot food machine sells 100 units weekly, the average coffee machine dispenses 300 cups a week.

■ Robert D. Glidden, vp of Personal Products Corp., said packaging advances have been relatively "few and far between, and not always widely adopted." The result is "a handful of really excellent packages, but most of the others run the gamut from just fair to downright poor."

Elected to serve on the board of the Packaging Institute were: Orlin Johnson, vp, Bristol-Myers; N. W. Postweiler, sales vp, Riegel Paper Corp.; and W. B. Tibbets, project manager, Union Carbide Plastics Co.

E. H. Balkema, director of purchasing for Colgate-Palmolive's household products division, was awarded the 1961 professional award of the Packaging Institute for his achievements in packaging. Mr. Balkema is one of the founders of the institute. #

MacManus Names Connors, Brown, Hatch, Maddock

MacManus, John & Adams has appointed Ray Connors to head the new public relations department in its Los Angeles office. Mr. Connors was formerly general manager of Philip Lesly Co., Los Angeles.

At the same time, Russell G. Brown has joined the agency's Bloomfield Hills, Mich., office as head of the marketing-merchandising division. Mr. Brown was formerly with N. W. Ayer & Son and Leo Burnett Co., Chicago. Fred J. Hatch, senior vp, has been appointed company officer in charge of American Oil Co. and Standard Oil Co. (Indiana) accounts. Clark E. Maddock, formerly with Kenyon & Eckhardt, has been named group art supervisor on the Pontiac, Tempest and American Oil accounts.

Howerter Gets New Post

Dean T. Howerter has been appointed central manager of *Domestic Engineering*, with headquarters in Cleveland. Formerly headquartered in Detroit, Mr. Howerter joined the magazine's sales staff in 1953.

Reach, McClinton Adds Two

Hotel Sherman, Chicago, and Lake Shore Management Corp., Chicago, have appointed Reach, McClinton & Co., Chicago, to handle their advertising.

BASIC TEST FOR MEDIA SELECTION

Ask anyone, anyone you're trying to sell in the aerospace market, what BUYERS' GUIDE he uses most.

Without a doubt, you will find AVIATION WEEK and Space Technology's ANNUAL BUYERS' GUIDE ISSUE the most widely used reference edition.

It is the only BUYERS' GUIDE covering all segments of the vast, technologically complex aerospace industry. It contains over 50,000 manufacturers' product listings in 1,800 product categories. Major categories include: Aircraft, Avionics, Space Vehicles and Missiles, Support Equipment and Activities, and Airport and Airline Equipment.

ADVERTISER BENEFITS

- Advertisers' product listings in Bold Face Type
- Year long ad life
- Multiple exposure of advertising
- Reader Service Inquiry Cards
- Manufacturers' Indexes (by product and by manufacturer)
- Advertisers' Indexes (by products advertised and by advertiser)

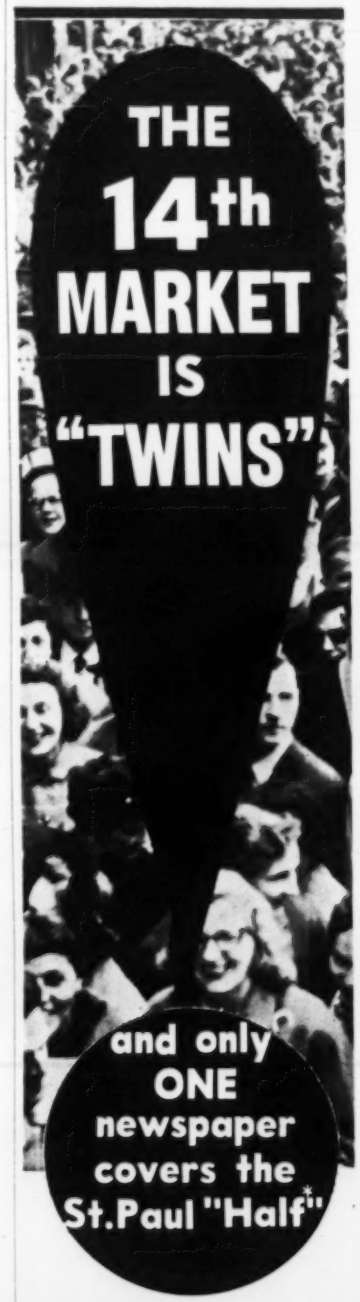
If you sell products, services, or materials to the aerospace industry, your advertising message belongs in the SEVENTH ANNUAL BUYERS' GUIDE ISSUE – along with your company's product listings.

PUBLISHED: MID-DECEMBER

Aviation Week and ***Space Technology***

A McGraw-Hill Publication, 330 West 42nd St., New York 36, N.Y.

Photo Courtesy: REPUBLIC AVIATION



*Ramsey, Dakota and Washington Counties

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives
RIDDER-JOHNS, INC.
New York · Chicago · Detroit
San Francisco · Los Angeles
St. Paul · Minneapolis

who do you know in OMAHA?
KMTV, that's who!

We can tell you who buys what in Omaha and when and where they buy it. We probably know your client's rep or broker, too.

The point is this: You have a friend in Omaha who can make your next spot schedule more effective through on-the-spot market information and personalized merchandising.

(KMTV is first choice in Omaha, and delivers more homes in Lincoln than the other Omaha stations combined.*) Call us direct, or through our Petry extension.

*March Lincoln and June Omaha ARB's.

J. H. Sawyer, 64, Veteran Newspaper Representative, Dies

CHICAGO, Oct. 24—Jacob H. (Jake) Sawyer, 64, exec vp and a founder of Sawyer-Ferguson-Walker Co., died suddenly yesterday in Passavant Memorial Hospital. He had suffered a heart attack in his office yesterday morning and died shortly after reaching the hospital.

Jacob H. Sawyer

Mr. Sawyer was a pioneer and a recognized authority in the field of r.o.p. color advertising for newspapers. He also was noted as a controversial figure because of his outspoken criticism of certain practices in the newspaper field, and frequently was at odds with newspaper publishers, some of them his own clients, and other newspaper representatives.

The veteran newspaper representative originated and organized the first newspaper r.o.p. color conference, which was held in 1956. He also originated the food editors conference, and was responsible for the formation of the new business committee of the Chicago chapter of American Assn. of Newspaper Representatives.

At his initiation, such dailies as the *Washington Post* and the *Battle Creek Enquirer & News* conducted tests of the effectiveness of r.o.p. color ads vs. b&w insertions. Several years ago, Mr. Sawyer was awarded a lifetime membership in Newspaper Advertising Executives Assn. for his many contributions to the newspaper ad field.

■ Born in Chicago, Mr. Sawyer entered the advertising field in 1921, when he joined McGraw-Hill as a space salesman. Later, he joined the *Chicago Tribune's* advertising department. When the *Tribune* started the old *Liberty*, Mr. Sawyer moved over to the magazine, where he became one of its top advertising salesmen.

In 1929, Mr. Sawyer left *Liberty* to organize Sawyer-Ferguson-Walker, along with J. Larned Ferguson. The company today is one of the largest newspaper representatives in the U.S.

Among Mr. Sawyer's survivors is a son, James H., who is a radio-tv commercial writer with J. Walter Thompson Co., Chicago.

PAUL R. HUGHES

TOLEDO, Oct. 24—Paul R. Hughes, 66, founder of a direct mail advertising company here, died Oct. 16.

Mr. Hughes was born in Lexington, Ill., and lived in Toledo for 40 years. He was the founder of P. R. Hughes Advertising Co., which he operated until he sold the business 15 years ago. For the past 10 years he was an appraiser and liquidator of estates.

Mr. Hughes was president of the Toledo Exchange Club in 1934 and previously had served seven years as its secretary. He also was a past president of the Toledo Advertising Club.

H. J. PRUSSING

SARASOTA, FLA., Oct. 24—H. J. Prussing, 84, former western advertising manager of Fairchild Publications, died in a nursing home here Oct. 20.

Born in Chicago, Mr. Prussing served as western ad manager of Fairchild for 37 years before his retirement 15 years ago. He had been a resident here since his retirement.

CHESTER SANDERSON

PITTSBURGH, Oct. 24—Chester H. Sanderson 54, advertising manager of Mine Safety Appliances Co. for the past 12 years, died of a heart ailment at his suburban Penn Hills home on Oct. 1. Mr. Sanderson had been with the company 34 years.

A veteran of World War I, he was a member of the Assn. of Industrial Advertisers.

SAMUEL WOLFF

NEW YORK, Oct. 24—Samuel Wolff, 68, consultant to Coordinated Marketing Agency and a former sales executive with Jos. Schlitz Brewing Co., died of a heart ailment in his home Oct. 21.

'TV Guide' Splits Edition

TV Guide will split its Arizona edition into Phoenix and Tucson editions on Nov. 4. The Phoenix edition will cover five stations there and one in Yuma; the Tucson split will program the area's four stations. The move will bring to 63 the total number of regionals published by the magazine.

(NEW)

AFRICA-MIDDLE EAST EDITION OF TIME

With the issue of January 19, 1962, TIME, The Weekly News Magazine, begins a new service for advertisers—the Africa-Middle East Edition. It's the seventh special advertising edition of TIME.

TIME Africa-Middle East will enable you to prepare special advertising for the unique needs of this vital emerging market.

From Capetown to Tunis . . . from Dakar to Cairo to Istanbul, there is an urgent demand for the kind of goods and services your company can supply. These are the people you can talk to with profit—in the new TIME Africa—Middle East Edition.

For more information, write or call your TIME representative.

TIME

TIME U.S. 1923 • TIME LATIN AMERICA 1941 • TIME CANADA 1943 • TIME ATLANTIC 1946 • TIME PACIFIC 1946 • TIME ASIA 1961 • TIME SOUTH PACIFIC 1961 • TIME AFRICA-MIDDLE EAST 1962

"They take an empty field and before you know it, 10,000 people are living there. When is this town ever going to stop growing?"

New York is constant change, constant growth. Both in city and suburb. Exciting. Challenging. Difficult to keep up with. But not for advertisers. They keep sales up with the newspaper that grows with the market (that is growing in the suburbs at a faster rate than the suburbs themselves). The New York Times serves New Yorkers with the most news . . . sells them with the most advertising. New York is The New York Times.

CHOICE CHICAGO OFFICE SPACE

in the

Advertising Age Building

If you are considering new office space in Chicago, we cordially invite you to inspect availabilities in the new *Advertising Age Building* at 740 N. Rush Street.

This building, which will become our headquarters in April, 1962, is now being extensively remodeled with the installation of a beautifully modern entrance and lobby, new automatic elevators and central air-conditioning.

The building is ideally located just one block west of Michigan Avenue and one block south of Chicago Avenue —close to bus, subway, Lake Shore Drive, and the Ohio-Ontario interchange with all expressways. There is also ample parking across the street.

The rent for this distinctive, convenient location is less than for any comparable space within miles—and it includes air-conditioning!

Desirable space, in any size units (up to 20,000 square feet on one floor) will become available between now and April, 1962.

The *Advertising Age Building* is particularly well suited for agencies, publishers, media representatives, research organizations, art studios, graphic arts services and other allied interests. We already have a lease from one agency and strong show of interest from several publishers.

If you would like to see space, or talk further about the possibilities, please call or write Jack Barnett, Advertising Age, 200 E. Illinois St., Chicago 11 (DElaware 7-5200)

TvB Reports TV Usage, Billings Gains

	1st Six Months 1961	1st Six Months 1960	% Change
TELEVISION USAGE			
Average Minute Audience (Homes)			
Total Day	13,882,000	13,244,000	+4.8
Morning	6,519,000	5,966,000	+9.3
Afternoon	11,678,000	10,938,000	+6.8
Evening	21,058,000	20,430,000	+3.1
Average Hours per Home per Day	5 hrs. 22 min.	5 hrs. 19 min.	
Average Audience—Network Show (Homes)			
Nighttime	8,261,000	7,863,000	+5.1
Weekday Daytime	2,985,000	2,998,000	—0.4
Week-end Daytime	3,382,000	3,532,000	—4.2
TELEVISION EXPENDITURES			
Network	$363,869,000	$336,294,000	+8.2
Spot	311,927,000	315,191,000	—1.0
Total Gross Time, Network & Spot	$675,796,000	$651,485,000	+3.7

Skuba Joins KFWB

Alan Skuba has joined KFWB, Los Angeles, as director of sales development.

Stuart, Little Electric Car, to Use Co-op

KALAMAZOO, Oct. 24—An electrified David, starting completely from scratch, has high hopes of chinking the armor of the Goliath automobile industry with a new entry of its own.

The David is Stuart Motors, and its weapon is a small electric automobile planned for introduction in January, 1962. Barry H. Stuart, president of the company, said he expects to have 25 dealers signed when the car goes on sale, and another 75 by June, 1962.

The car, called the Stuart, measures 115" over-all length and goes 35 miles on a charge, at a top speed of 35 mph. It will deliver at $1,725, according to Mr. Stuart. (For comparison, American Motors' imported Metropolitan has an over-all length of 149.5" and an advertised delivered price of $1,672.)

■ Mr. Stuart said there are no immediate plans for advertising the vehicle, but he added that local dealers are expected to advertise on their own. The company, he said, probably will set up a 50-50 cooperative plan, paying half the cost of local advertising up to $50 a vehicle.

The company plans to purchase all the components, and do only the final assembly itself. He said that nearly all components except the fiber glass body are stock items.

Mr. Stuart looks forward to sales of 1,000-2,000 units the first year, and a yearly volume of 5,000 units by the end of 1963. #

Hopkins-Campbell Formed

Hopkins Agency and T. F. Campbell & Co., Ann Arbor, will merge to form a new agency, Hopkins-Campbell Inc., with billings in the neighborhood of $300,000. Principals are Truman F. Campbell, who before forming his agency was with D. P. Brother, Campbell-Ewald Co. and Cadillac division of General Motors; Nat W. Hopkins, who formed his agency in 1949; John M. and James H. Hopkins; and Herbert M. Kennedy, comptroller of Campbell.

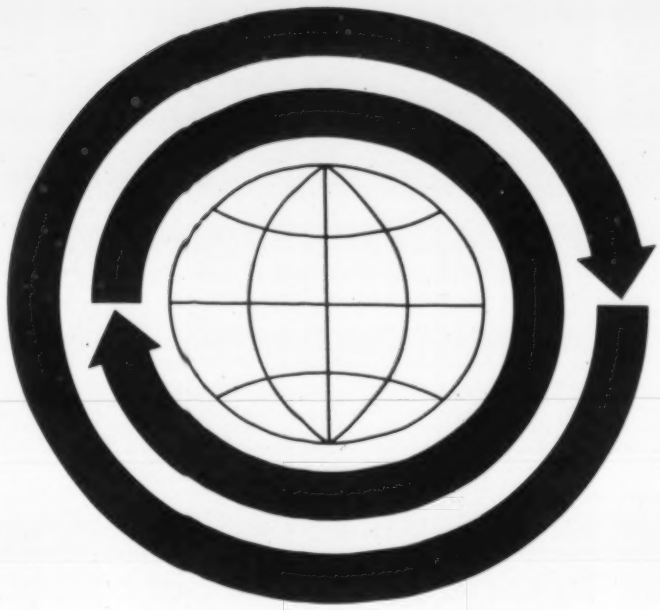
Four Stations Name Prestige

Prestige Representation Organization, New York, has been named national representative by four radio stations. They are WFLB, Fayetteville, N. C., formerly handled by the Burn-Smith Co.; WTTF, Tiffen, O., formerly represented by the Donald Cooke Co.; KRIG, Odessa, Tex., previously handled by Thomas F. Clark Co.; and WYGO, Corbin, Ky., a new station expected to go on the air in October.

S&H Names Arthur Goldman

Arthur E. Goldman, a former ad director of Gunther Brewing Co., Baltimore, has been named to the new title of manager of creative services of Sperry & Hutchinson Co., New York.

Why the man from TME helps the advertising manager know
THE ENGINEERING FUNCTION
To know the engineering function is to know how to effectively advertise industrial products to manufacturing.* That's why the man from TME devotes his time to helping advertising managers and agency-client people know more about the men who read TME—manufacturing engineers charged with planning and specifying processes and equipment for efficient manufacture.
Ask the man from TME to show you complete facts explaining why, in manufacturing, the vital buying influence is the engineering function.
*TME'S 41,487 (ABC, June, 1961) circulation is concentrated in S.I.C.s 33 through 39.
THE tool AND manufacturing engineer
Published by the American Society of Tool and Manufacturing Engineers
10700 Puritan Avenue • Detroit 38, Michigan
EDITORIAL QUALITY EVALUATOR—This valuable new media tool uses a fair and accurate scoring system to let you rate the editorial merit of any magazine. Write for as many copies as you need. No cost or obligation.



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126 Fairchild subscribers insist on paying up to $125.00 a year more than the regular subscription rate for delivery by air. Reason: the news they get from

FAIRCHILD
BUSINESS NEWSPAPERS

directly affects their daily business decisions.

They—and a million other Fairchild readers—need the news of business fast. Fairchild, the world's largest business newspaper organization, gets it to them first.

Among the check-points by which you judge media, isn't the readers' need-to-read high on the list?

THE BIG DIFFERENCE IS
NEWS

WOMEN'S WEAR DAILY • DAILY NEWS RECORD • HOME FURNISHINGS DAILY • FOOTWEAR NEWS • SUPERMARKET NEWS • ELECTRONIC NEWS • METALWORKING NEWS • DRUG NEWS WEEKLY • MEN'S WEAR MAGAZINE

FAIRCHILD PUBLICATIONS, INC., 7 EAST 12 ST., NEW YORK CITY

FOOD MERCHANDISING AWARDS—*These three ads won award of excellence plaques for three advertisers and their agencies from Food Merchandising. The ads appeared in the May issue of the magazine, and the awards were made on the basis of Starch ratings. The advertisers and agencies are National Turkey Federation (David W. Evans Advertising, Salt Lake City); C. V. Hill & Co. (Bauer Advertising, Seaford, L.I.); and Diamond National Corp. (Gardner Advertising Co., New York).*

NOTHING SELLS FOOD LIKE THANKSGIVING!

Once a year the entire nation puts on the feed bag in the grand manner — and gives thanks that it's able. **We Texans make a fetish out of not being outdone. Plates are piled high, and anyone who doesn't at least ask for seconds has affronted their host.** At no time, anywhere is there such a favorable climate for grocery selling as Thanksgiving in Texas! And The Dallas News is *climate*-right for selling foods.

NOTHING SELLS BIG D LIKE THE NEWS!

THE *CLIMATE'S* THE THING!

As vital as cranberry to turkey . . . The News' favorable *climate* adds quality and zest to food advertising. **This strong selling-*climate* —more than The News' larger circulation—is why The Dallas *Morning* News carries more food advertising than many metropolitan evening papers.** Its friendly persuasion quickens product acceptance—sells more.

THERE'S STILL TIME to schedule The News' special Thanksgiving tabloid recipe book, "Julie Benell's Holiday Recipes"! Over 350 recipes, 36 to 40 pages.

Publication: Sunday, November 19. Deadline: November 15.

The Dallas Morning News

CRESMER & WOODWARD, INC., National Representative
THE LEONARD CO., Florida Travel Representative

Dailies' Linage Off 5% in 1st 9 Months, Media Records Says

NEW YORK, Oct. 24—Newspaper advertising linage declined 5.4% in the first nine months of 1961, compared with the corresponding period last year. The dip was from 2.12 billion to 2.01 billion lines, according to a 52-city summary by Media Records.

Automotive was the biggest loser, down 11.6% to 111,800,000 lines. Also off were total general and automotive, down 8.2%, to 345,920,000 lines; classified, behind 7.3%, with 526,272,000 lines; general, off 6.5%, to 234,120,000; total display, with 1.48 billion lines, a 4.7% skid; department stores, which fell 4.5%, to 385,778,000; and retail, including department stores, with 1.09 billion lines, 4% under last year. The only nine-month gainer was financial, via a 7.9% jump to 43,649,000 lines.

■ In the month of September, off 3.5% with an 8,287,000-line drop, there were two bright notes: automotive was ahead 12%, to 13,726,000 lines, and financial was up 9.2%, to 4,151,000. Losers were general, 6.7%; retail, including department stores, 4.8%; total display, 3.6%; department stores, 2.4%; and total general and automotive, 1.1%. #

Helbros Plans Campaign

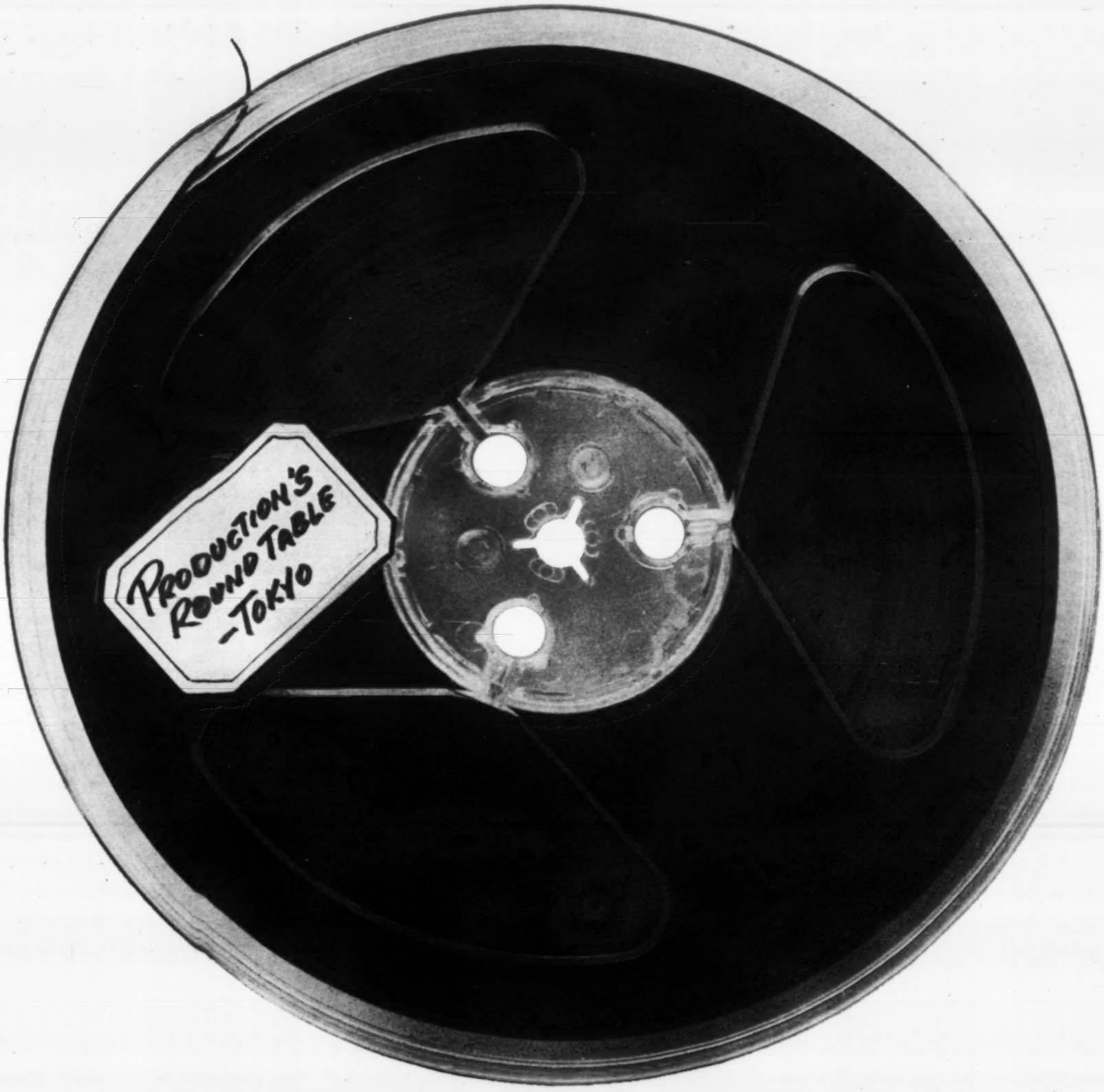
Helbros Watch Co., New York, will use spot radio and tv and magazines in its pre-Christmas campaign. The 10-second spots will run on 40 radio and tv stations in major markets. Two-color magazine ads are slated for *Esquire, Good Housekeeping, Life, The Saturday Evening Post* and *Seventeen*. S. J. Reiner Co., Mineola, N. Y., is the broadcast agency; E. A. Korchnoy Ltd., New York, handles print advertising.

Clissold Appoints Two

Clissold Publishing Co., Chicago, has appointed two advertising salesmen. William J. Grewe will represent *Baking Industry* and *Drive-In Restaurant*; Robert P. Arvin will represent *Hospital Management* and *Hotel Monthly*. Mr. Grewe was formerly a salesman for Procter & Gamble Distributing Co. Mr. Arvin was an advertising counselor at Business Men's Clearing House.

Haywood Promotes Mattran

Gerald C. Mattran, formerly circulation manager of Haywood Publishing Co., Chicago, has been promoted to circulation and sales promotion manager of *Consumer Packaging, Industrial Packaging* and *Boxboard Containers*. He will continue with his present circulation responsibilities.



MADE IN JAPAN!

Tape-recorded live from Tokyo or Detroit or any other major metalworking market, leading manufacturing executives and PRODUCTION's globe-circling editors confer at the famous PRODUCTION Round Table! Highlight of the December issue, the Tokyo Round Table takes a close-up look at the events and ideas that have made Japan the free world's seventh largest trading nation. ☐ PRODUCTION's January Automotive Issue will include the fast-moving text of the 130th Round Table conference, held in Detroit. Top automotive manufacturers discuss with PRODUCTION editors the need for "manufacturing flexibility" in the pace-setting auto industry. ☐ Wherever important manufacturing news is made, at home or abroad, PRODUCTION editors are ready to provide a complete, authoritative analysis. That's one reason why PRODUCTION and PRODUCTION International (Première Issue, December 1) are your best buy to sell the metalworking markets of the world! ☐ Get your advertising into PRODUCTION now! ☐ Bramson Publishing Company, Box 1, Birmingham, Michigan.

PRODUCTION
the magazine of manufacturing
PRODUCTION
INTERNATIONAL EDITION

Advertisement

Tall Towers Re-Shape the Strategy Of New Mass Marketing Campaigns

Impact of "Big Sticks" Delights Users of TV, Irks Competing Stations

Television's potential as a sales tool has taken on new dimensions in a handful of U. S. markets.

Each of these areas boasts one of those unique engineering achievements usually dubbed "The Tall Tower." A lofty tribute to someone's ability to "think big," this utilitarian giant sends TV's selling signal booming out to consuming masses that competing media can only dream about reaching.

▪ The result: experts in every phase of the marketing function find they must re-evaluate these markets to take full advantage of this unusual video impact. Whatever yardsticks these marketing specialists use, they are certain to come up with some startling conclusions!

No longer valid is the old concept of covering only a metropolitan market. Outdated, too, is that favorite of print media, "the retail trade zone." Even the more modern idea of regional marketing via TV has to be expanded in Tall Tower markets. Any lesser approach passes up a golden opportunity to use the most muscular of all mass media, Tall Tower Television.

▪ An advertising manager, for example, finds a Tall Tower supplies solid TV sales support for trade areas that never before enjoyed such help. Obviously, retail activity can be stepped up without any increase in overall advertising investment. This is a development that is not likely to bring gloom to any board of directors.

And what about the effect of this Tall Tower on the company's co-op advertising program? The smaller dealer — who traditionally has moaned "When are you going to do some advertising in my town?" — is finally willing to agree that the company's schedule on a Tall Tower station really reaches local customers. Participation by more distributors of this type cuts the amount that each must pay, so co-op campaigns become more welcome, more frequent and, hence, more effective.

▪ While the advertising manager has been becoming pleasantly acquainted with Tall Towers, the media analyst at his advertising agency also has made interesting findings.

This expert notices that some TV stations are pushing back the horizon, adding a dozen or more counties that competing channels do not penetrate to an effective degree. In the San Antonio Television market, for example, the 1960 ARB Coverage Study credits WOAI-TV (the Tall Tower station with the greatest coverage) with 52 counties — compared to only 39 for the VHF with the shortest tower.

▪ Everyone performing the time-buying function for an agency is made conscious of Tall Towers by sales presentations stressing "Total Homes" — supplied by stations fortunate enough to be operating from a big stick. Conversely, pitches by competing channels show a strange fondness for metropolitan rating points and are apt to speak disparagingly of extended coverage that delivers "windmills and jackrabbits."

The real oddity in this difference of emphasis is that some of the most vocal supporters of the glorious rating point have quietly applied for permission to build their own Tall Towers! Clearly, continuing market research by agencies and advertisers has firmly established the importance of delivering people rather than percentage points.

And an increasing number of 1961's fourth quarter schedules are going to Tall Tower stations solely on the basis of potential. With many of their commercials slotted in or adjacent to wholly untested program fare (which describes the prime time line-up in any market), time buyers and their clients reason that they are reducing the risk by choosing a channel which, sign-on to sign-off, delivers more than its fair share of the audience.

Now it's official...
San Antonio is the Nation's
17th* Largest City!

14. DALLAS
15. NEW ORLEANS
16. PITTSBURGH
17. SAN ANTONIO
18. SEATTLE

1960 U. S. Census Bureau OFFICIAL RANKINGS

WOAI-TV 4

Represented by Edward Petry & Co., Inc.
The Original Station Representative

SAN ANTONIO, TEXAS

*From Census Bureau Population Rankings — top 25 cities

Network Radio's Top Advertisers*

Based on Four Weeks Ending Sept. 3, 1961

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1	Standard Brands, Inc. (CBS, MBS, NBC)	391	160,634
2	Liggett & Myers (CBS, MBS, NBC)	315	117,211
3	Bristol-Myers Co. (4 nets)	246	108,362
4	Chevrolet-General Motors (CBS, NBC)	218	102,968
5	R. J. Reynolds (4 nets)	272	89,962
6	Minnesota Mining & Mfg. (MBS)	198	77,051
7	Aluminum Co. of America (MBS)	159	64,839
8	Mennen Co. (ABC, CBS, MBS)	210	61,520
9	Seven-Up Co. (ABC, CBS, NBC)	168	59,003
10	Metropolitan Life Ins. (NBC)	135	57,915
11	P. Lorillard Co. (4 nets)	224	51,428
12	Midas Inc. (ABC, CBS, NBC)	117	46,590
13	Ex-Lax, Inc. (4 nets)	147	44,558
14	Int'l Minerals & Chem. Corp. (CBS)	90	42,686
15	Sterling Drug (MBS, NBC)	120	40,856
16	Automotive-Am. Motors (MBS, NBC)	98	31,408
17	Hudson Vitamin Prods. (MBS)	79	26,208
18	Jeffrey Martin Labs. (MBS)	88	20,670
19	General Mills (CBS, NBC)	67	20,276
20	Foster-Milburn Co. (ABC, CBS, NBC)	40	19,386

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Standard Brands, Inc. (CBS, MBS, NBC)	300	113,298
2	Chevrolet-General Motors (CBS, NBC)	203	90,831
3	Liggett & Myers (CBS, MBS, NBC)	240	83,397
4	Bristol-Myers Co. (4 nets)	141	59,453
5	Minnesota Mining & Mfg. (MBS)	161	58,306
6	R. J. Reynolds (4 nets)	162	47,429
7	Mennen Co. (ABC, CBS, MBS)	163	46,992
8	Metropolitan Life Ins. (NBC)	115	45,267
9	Seven-Up Co. (ABC, CBS, NBC)	126	40,729
10	P. Lorillard Co. (4 nets)	173	35,950
11	Sterling Drug (MBS, NBC)	113	35,579
12	Midas Inc. (ABC, CBS, NBC)	86	32,486
13	Aluminum Co. of America (MBS)	80	29,913
14	Int'l Minerals & Chem. Corp. (CBS)	68	28,151
15	Ex-Lax, Inc. (4 nets)	82	24,463
16	Automotive-Am. Motors (MBS, NBC)	75	22,522
17	Oldsmobile-Gen. Motors (CBS)	43	17,606
18	AFL-CIO (ABC)	60	16,176
19	General Mills (CBS, NBC)	55	16,057
20	Foster-Milburn Co. (ABC, CBS, NBC)	35	15,631

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

CBS Radio Appoints Two

Gene Jankowski, formerly with WBNY, Buffalo, and Robert A. Frank, formerly with CBS-TV sales service, have been named account executives of CBS Radio, New York.

Hanly Joins WGBS

John P. Hanly, formerly a senior account executive of Sorin Hall Advertising, has joined WGBS, Miami, as advertising and promotion manager, replacing Spencer Danes.

• *for Ad Agencies Who*

MUST DELIVER!

YOUR CLIENT'S NAME HERE

Gold-Plated. 18 Kt. Customer's initial on reverse side.

Golden Car Key Programs by Allied

100 million drivers use their car key daily. Your client's message on a personalized Golden Car Key, cut to fit the car, reaches the target daily—repeatedly—effectively.

Programs ideally suited for:

INDUSTRIAL ACCOUNTS—FINANCIAL INSTITUTIONS—RETAIL OUTLETS—SUPERMARKETS—SALES CAMPAIGNS, ETC.

FULL AGENCY COMMISSION

Write or phone for free sample key (state make & year of car), case history brochure & price list.

ALLIED Associates

110 Cummington St. Boston 15, Mass. COngress 2-1240

October 2, 1945 — Look passed **2,000,000** circulation

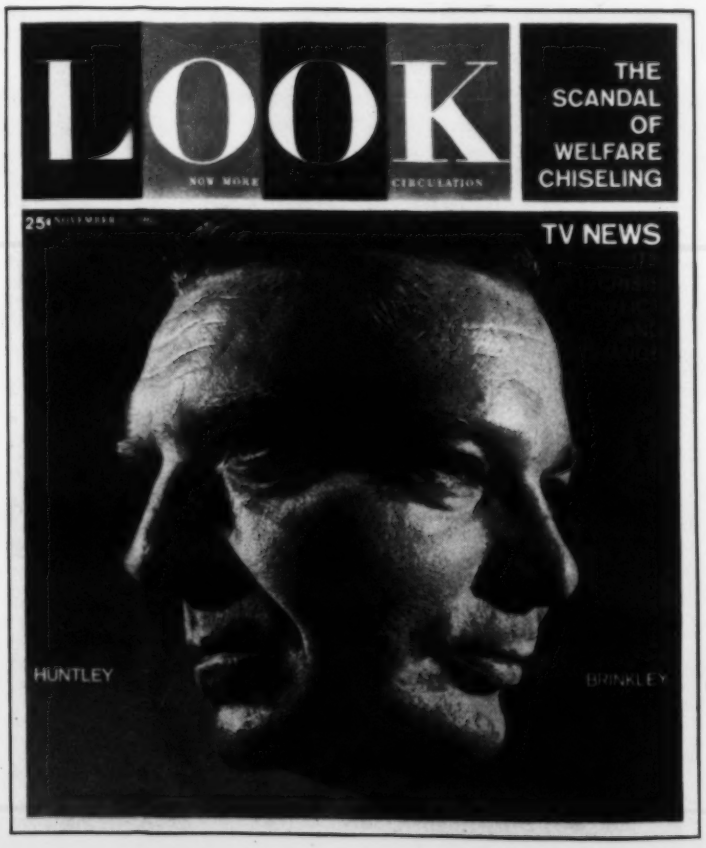
January 18, 1949 — Look passed **3,000,000** circulation

September 21, 1954 — Look passed **4,000,000** circulation

April 2, 1957 — Look passed **5,000,000** circulation

September 29, 1959 — Look passed **6,000,000** circulation

WITH THE CURRENT ISSUE, LOOK PASSES 7,000,000



Success is a journey...
not a destination.

Gerhold Offers 'Rogue's Gallery' of Researchers to S.F. Marketers

SAN FRANCISCO, Oct. 24—Advertising research should become an effective substitute for judgment, but it has fallen short of its promise because of the ineptitude of some of its practitioners, Paul Gerhold, of Foote, Cone & Belding, told the American Marketing Assn. here last week.

Mr. Gerhold, vp of FC&B and vice-chairman of its New York plans board, said many business people liken marketing research to the nursery rhyme pussy cat that went to London to visit the queen and ended up frightening a mouse.

Among the current doll jokes, he said, is this one about the research doll: "You push the button, and if anything happens, it's broken."

This unfortunate image, he said, can be traced to the "fringe members of the research population—some oddballs, some opportunists, some disbelievers, some utter rascals." He offered this "rogue's gallery" of incompetent researchers:

- **The boob:** "The boob is forgivable, and unavoidable; for research, like all human activities, must have its quota of pleasant incompetents."
- **The woodpecker:** "With magnificent impartiality and great skill he drills little holes in each tree on which he lights, be it sapling or giant of the forest, so the insects can get it. He is the little mind, clogged with minutiae, directed not toward the main chance, but the extended quibble."
- **The boss backer:** "He is the researcher who, when he is asked the time, asks what time you would like it to be. He is all nose and no backbone. He sells a little of himself with every project. If he were female, we would know exactly what to call him."
- **The bookkeeper's buddy:** "He is, I think, deeply fearful that what he and his research will contribute has no particular value, and he expiates his guilty feelings by making sure that it doesn't cost much either."
- **The ditto machine:** "He is the technique-addicted researcher. He knows his method well, but it has never occurred to him that precision is not really a substitute for pertinence."
- **The mince maker:** "He makes a fetish of analysis, and a forgotten art of synthesis. Finally, in a welter of confusion, he simply reports everything he's found, and leaves to someone else—usually management—the job of gluing it all back together. A special subclassification is the progressive or time series mince maker, who stretches little pieces of research out so long that the original problem is forgotten."
- **The superseer, or clairvoyant:** "He typically disdains the research tradition of laborious fact collection. He is able to make these little omissions because he already has the most important of all knowledge, a profound understanding of human personality and human behavior.

"It was a superseer who told a wine maker of my acquaintance that the image of his sacramental wine was irrevocably tied in consumers' minds with the blood of Christ. This surprised the wine maker more than a little, since he had, for some years, been selling his particular wine almost entirely to the kosher market."

- **The prudent purist:** "This is the professional virgin of research, whose purity is not to be defiled by the harsh reality of practical interpretation. I have seen the prudent purist brought to the stage of hysteria by the simple question, 'What should we do about it?'"

"The product of research is

NEW FOR 62
BACON'S PUBLICITY CHECKER

Now listing both . . . . **MAGAZINES**
Over 3700 Business, Farm and Consumer magazines. 99 market groups. Coded to show kind of publicity used by each magazine.

. . . . . *and* **NEWSPAPERS**
Over 600 dailies in U.S. and Canadian industrial and market areas. Gives all vital data, including business editor's name. Also lists syndicated business columnists in U.S. and Canada.

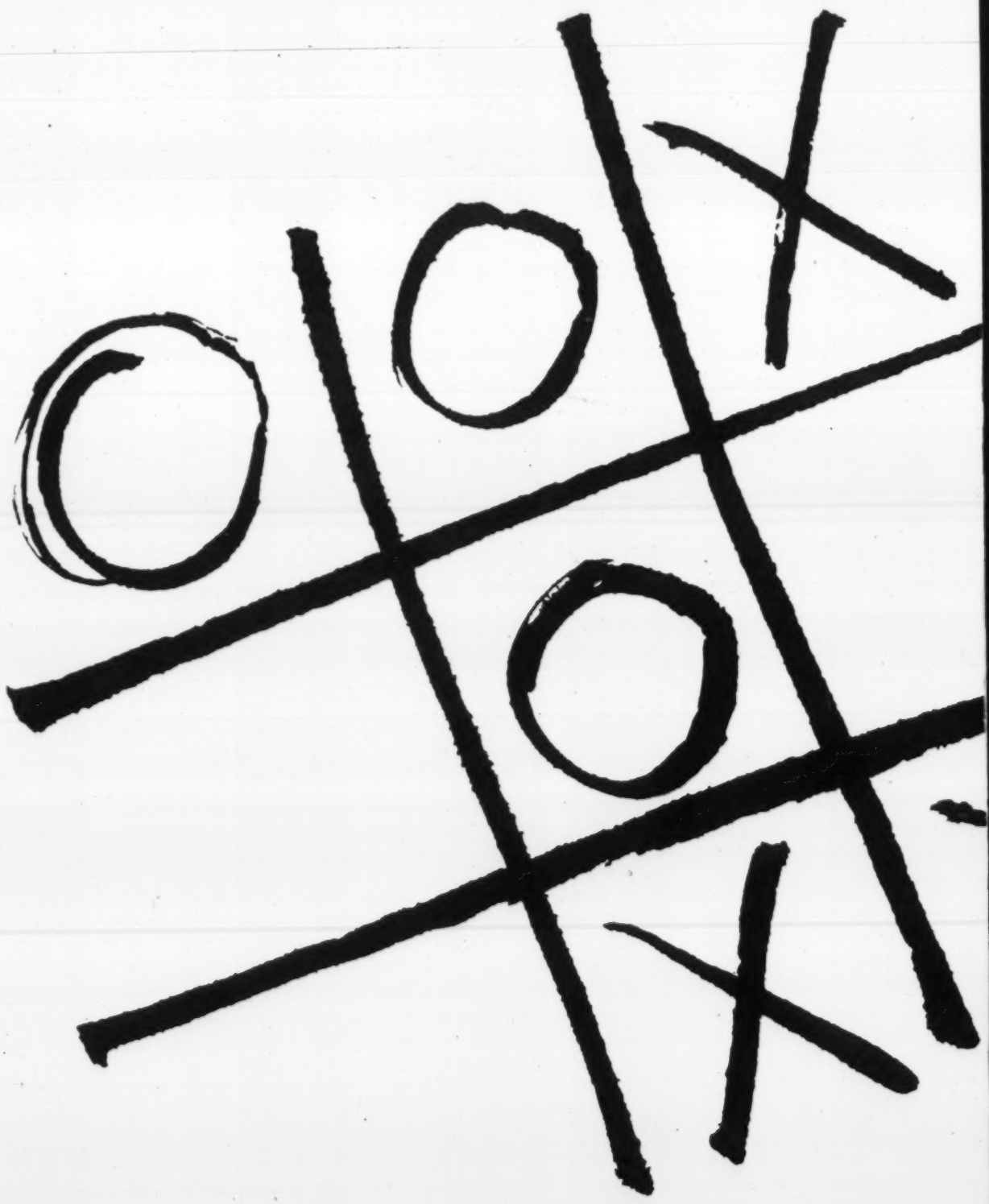
Lists every contact you need for the complete publicity and PR job

Every magazine and newspaper you need. 424 pp. . . . 6¾" x 9¼" . . . spiral bound to lay flat while using . . . permanent cover.

Quarterly Revisions
Revision sheets sent to users in Jan., April, July, 1962. Your Checker always up-to-the minute. Order copies you need today!

FULL PRICE WITH REVISIONS $25.00
SENT ON APPROVAL

BACON'S CLIPS MAGAZINES AND NEWSPAPERS
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd. Chicago 4, Illinois
WAbash 2-8419



knowledge, but the goal of research is decision," Mr. Gerhold said.

"Some day, perhaps, we will insist that anything labeled research must be an effective judgment substitute. When this happens, we will have brought marketing research, in fact and in appearance, much closer to marketing reality." #

Kelleher Heads JWT, Miami

J. J. Kelleher Jr. has been named manager of the Miami office of J. Walter Thompson Co., succeeding A. I. Cameron, who has been appointed manager of the Lima, Peru branch. Mr. Kelleher joined the Miami office in spring, 1960; he previously was with Thompson's New York office and later represented the agency in Colombia and Venezuela.

Angel Sets New Book Push

Angel Island Publications, San Francisco, will launch its first hardcover Contact editions book, "The Artists' & Writers' Cookbook," with insertions in November and December editions of *The New Yorker*, the *New York Times* book section, *Sunset Magazine* and *Woman's Day*. Kennedy-Hannaford Inc. is the agency.

Frito Introduces New Dips

Frito Co., Dallas, is using a modern foil and acetate package flexographically printed in six colors by Milprint Inc. to introduce its new line of dip mixes. Sampling techniques will be the primary tool for promoting the new mixes, which come in three flavors—onion, bleu cheese and garlic-olive.

Hall, Haerr Adds Two

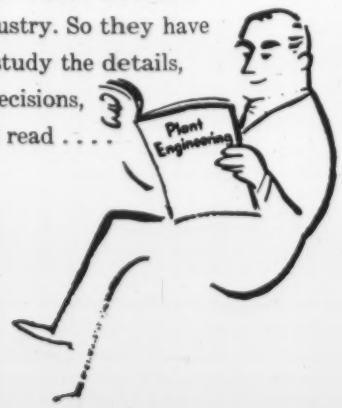
L. R. Nelson Mfg. Co., Peoria, manufacturer of lawn, turf and agricultural sprinkling systems, and Dennis Chicken Products Co., Augusta, Ill., have named Hall, Haerr, Peterson & Harney, Peoria, to handle their advertising.

MINK & CIGAR—*A cigar smoking model adds zip to this ad for Saga Blue Fox mink in the Nov. 12 New York Times Magazine. The agency is Leber/Katz/Paccione, formerly Leber & Katz (AA, Oct. 16).*

WHAT DO VICE PRESIDENTS DO?

You know how it is—

approve, reject, think, worry, ponder, manage, people problems. That's how it is with vice presidents in industry. So they have plant engineers to study the details, investigate, specify, make decisions, keep up-to-date on things, and read . . . .



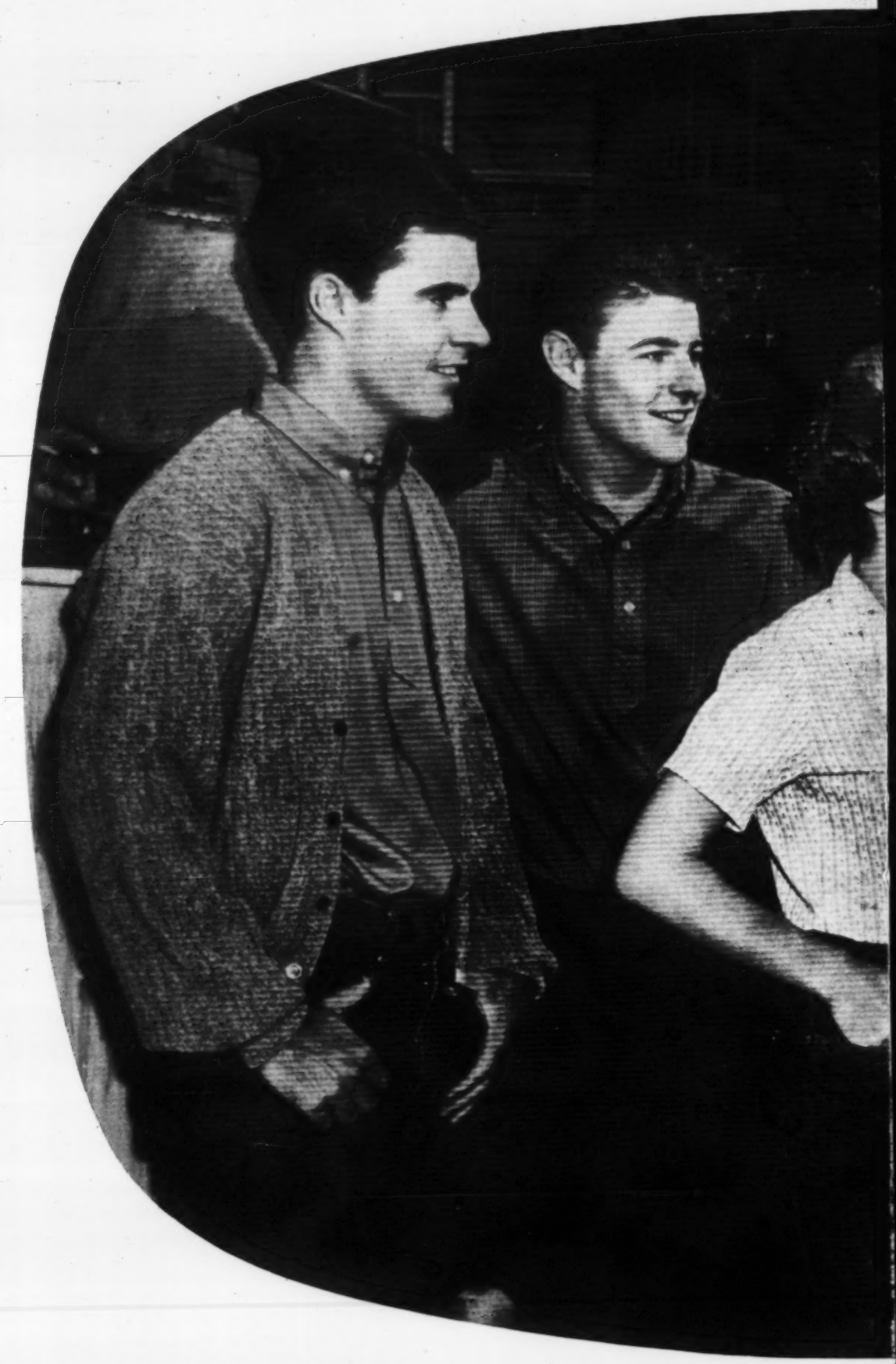
Sales Giants, that is . . .

This describes, in a phrase, the Independent Standard Metropolitan Area of San Bernardino and Riverside Counties, California's 4th largest market, and the 29th largest market in the United States! A booming community of *proven buyers!* . . . whose Effective Buying Income last year exceeded $1.4 BILLION! An exploding community whose population increase in the last decade has been 12th largest, numerically, in the Nation! In gasoline sales, 13th in the U. S.! The land of America's most glamorous resorts, center of industry, mining and military establishments. If you're not getting your share of this fabulous market, there's only one way to reach it! Through the two newspapers which saturate it with unduplicated coverage and which have helped make Metropolitan San Bernardino-Riverside the LAND OF SALES GIANTS!

Source:
1960 Survey of Buying Power

RIVERSIDE
PRESS-ENTERPRISE
Represented Nationally by
Newspaper Marketing Associates.

SAN BERNARDINO
SUN-TELEGRAM
Represented Nationally by
Cresmer and Woodward Inc.



We take our co

We believe in it, we mean.

We believe in the kind of good humor you find in "Ozzie & Harriet," for instance.

And we believe in its effectiveness as a medium for advertisers.

The audience that has followed this series into its eleventh year gives weight to our belief by once again putting it in first place in its time period.*

The audience has also chosen to *keep* their dial on ABC-TV. Three comedies that follow "Ozzie & Harriet" on Thursday

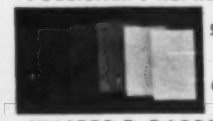
medy seriously.

nights are also first in their time periods.* They are "My Three Sons," in its second season, "Donna Reed," in its third, and "The Real McCoys," in its fourth.

You can't laugh off success like this. So if you're serious about selling, get your laughs from the comedies on ABC-TV.

ABC Television

*Source: Nielsen 24 Market TV Report, Average Audience, Week Ending Oct. 8, 1961

PUBLISHER'S REPRESENTATIVES

NEW YORK
551 5TH AVE., N. Y. 17
MU 2-5253
CHICAGO
6 NO. MICHIGAN AVE.
ST 2-8996
WALTER E. BARBER CO., INC.

'Popular Mechanics' Boost

Popular Mechanics, Chicago, will raise its rates effective with the March, 1962, issue. A one-time b&w page will go from $3,600 to $3,960. The new rates are based on a circulation of 1,300,000.

Adman in the News . . . Robert Boggs

Robert W. Boggs, the new board chairman of the Audit Bureau of Circulations, is an unusual adman. In a 35-year career in advertising, he has worked for only one company — Union Carbide Corp.

Robert Boggs

Mr. Boggs actually entered the advertising field by a quirk of fate. He trained to be an engineer and architect while attending Cornell University, from which he graduated in 1926 with a master's degree in mechanical engineering and naval architecture.

He joined the old Union Carbide & Carbon Corp. shortly after graduation as a technical writer to work on "Oxy Acetylene Tips," an external house organ. Before he could start his editorial duties, he was shifted into general technical publicity and public relations. Among his early duties was writing technical advertising copy for Union Carbide ads. "In those days, agencies had very few or no technical writers," he recalled.

■ After a series of promotions in various divisions of Union Carbide, Mr. Boggs was promoted to manager of advertising for Union Carbide Plastics Co. three years ago—his present position.

Mr. Boggs' department currently numbers 36, plus a secretary. Advertising is "only one facet" of its work; the preparation of technical literature, with stress on how-to-use-the-product, forms the backbone of the program.

"You might say," Mr. Boggs told ADVERTISING AGE, "that it's making snowballs for the salesmen to throw."

Carbide Plastics literature has undergone some surgery since Mr. Boggs took over. Formats have been changed; individual "personalities" and color characteristics have been adopted for each major product category.

The department also has been producing its work at less cost by tapping more of the corporation's own facilities, such as central purchasing and central art and design. As for media, Carbide Plastics has geared itself to business papers, Mr. Boggs said.

■ Boating is Mr. Boggs' favorite hobby. He owns a cabin cruiser and has been a boating enthusiast for many years. He and Mrs. Boggs are experienced sailors and are members of the U. S. Power Squadron (an organization to educate people in boating), the New York Yacht Club and the Freeport Yacht Club.

In addition to boating, Mr. Boggs spends much of his leisure time tinkering in a well-equipped workshop in his Rockville Centre, Long Island home, and is a member and former captain of Rockville Centre's volunteer fire department. A former basketball, track and tennis player during his college days, Mr. Boggs confesses that he gave up active participation in tennis several years ago.

■ Mr. Boggs has been a director of ABC for the past four years. In addition to his ABC membership, Mr. Boggs also is a member of Assn. of National Advertisers, Assn. of Industrial Advertisers, American Marketing Assn. and Industrial Advertising Research Institute. He also is chairman of the public relations committee of the Society of the Plastics Industry.

If he has any specific goals as the head man of ABC, Mr. Boggs is reticent about discussing them. "I plan to continue the work which has been going on at ABC under the leadership of William R. Farrell," he said. #

DELICIOUS

WEIGHT
CONTROL
900

NOW IN CANS—*Meadow Gold Dairy, division of Beatrice Foods Co., Chicago, is running this 560-line b&w ad in newspapers to launch national distribution of Formula 900 liquid diet in cans. It was formerly available only in quart cartons. Hill, Rogers, Mason & Scott, Chicago, is the agency.*

Fund Drive Names Sullivan

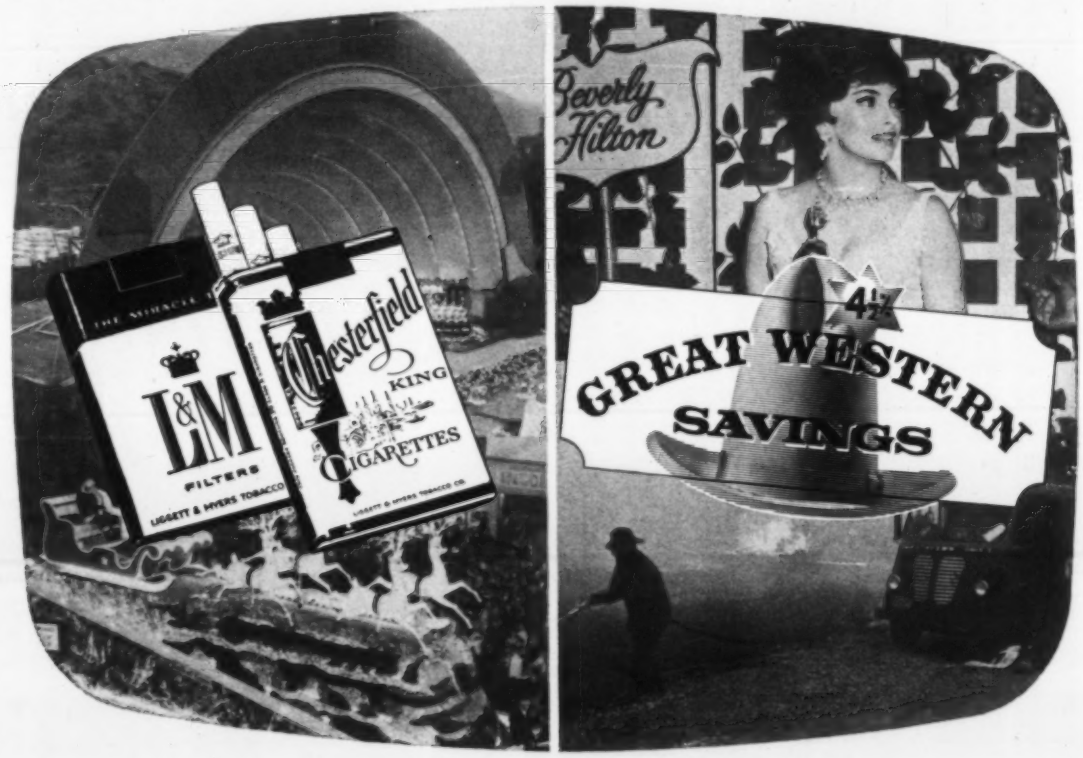
Daniel F. Sullivan Co., Boston, has been named to handle a national fund-raising campaign for American Charities Foundation, Newton, Mass., a non-profit organization devoted to aiding the blind. Small space ads will be used in Sunday editions of newspapers.

Coast-to-Coast Stores Sale

Household Finance Corp., Chicago, has a tentative agreement to acquire Coast-to-Coast Stores, Minneapolis, a merchandising company serving 938 retail stores in the upper Midwest and Far West. In 1960, Coast-to-Coast had sales of $39,000,000.

FRED COE PRODUCING SELZNICK CLASSICS FOR COLOR TV!

Fred Coe joins the trend to Color TV with "Theater '62", a live series of full-hour dramatizations of David O. Selznick screen classics. Get the full story about the trend to Color today. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900



BUYERS OF THE YEAR

These two companies have just made the most productive buy in Southern California television. The buy's productivity is rooted in twelve years of KTTV service to Southern California.

Beginning Jan. 2, 1962, they will sponsor the KTTV Special Events package:

More than 100 hours of scheduled events (Rose Parade, Santa Barbara Fiesta, Easter Sunrise Services, etc.), provocative local and national documentaries—and KTTV's nonpareil coverage of fast-break news stories like floods, robberies, fires, accidents. Real, living television that eclipses anything from make-believe land because (a) you know it's happening as you watch, (b) you don't know what'll happen next.

Liggett & Meyers and Great Western Savings and Loan Association have made the buy of the year, the year of television's Renaissance of Local Vitality.

KTTV • TIMES-MIRROR BROADCASTING COMPANY • 5746 Sunset Boulevard • Los Angeles 28, California

REPRESENTED NATIONALLY BY BLAIR-TV

KTTV

HOW A SMART AD MAN CAN ADD A 13TH MONTH TO 1961

While ordinary people are counting the shopping days until Christmas, many sales managers are nervously looking at the calendar, too. *"How many remaining months . . . weeks . . . days to meet or beat last year's sales record? If we only had more time! If we only had a 13th month!"*

Enter The Wall Street Journal. It's a daily—the *only* national business daily. You can conceive, create *and print* a full campaign between today and the day when you have to close your books on '61!

Here *is* your 13th month! Through The Journal's daily-ness, you can be making more market impressions within a few weeks than you could in slower national media in months or even years! You can be chalking up sales to add to *this* year's tally . . . long before the office party!

And as any ad man knows, the best start for *next* year is a powerful surge of selling in what remains of *this* year. Smart business—for ad man and client alike.

THE WALL STREET JOURNAL

Published at: New York, Washington, D. C., Chicopee Falls, Mass. • Chicago, Cleveland • Dallas • San Francisco

Insurance Institute Breaks $800,000 PR Drive

The Insurance Information Institute, representing eight associations, including 325 property and casualty insurance companies, has budgeted about $800,000 for public relations campaign aimed at virtually all media.

A 12-page insert in the Oct. 14 *Editor & Publisher*, plus spreads in *American Press* and *National Publisher*, told editors the kind of information the institute offers.

KRAFT COLOR TV COMMERCIALS ARE 75% MORE PERSUASIVE

Commercial persuasiveness study of Kraft commercials on "Perry Como's Kraft Music Hall" indicate that color TV is 75% more persuasive in creating desire to buy than black-and-white (Burke Marketing Research Survey). Kraft has already learned the value of color TV. Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900

How lean should a bacon be?
The anatomy of a ham
A spicy story about seasoning
THE CARE AND KEEPING OF PROCESSED MEATS
ARMOUR

REPORT—*First of a new monthly series of "Armour Reports to the Consumer" ads about ham, bacon and frankfurters will appear with this spread in the November Good Housekeeping. Young & Rubicam is the agency.*

F&S&R to Move in Chicago

Fuller & Smith & Ross, Chicago, will move to new quarters in the Wrigley Bldg., in February, 1962.

Research Is Needed in Point of Sale Field, Says 'A&SP'

CHICAGO, Oct. 25—The point of purchase field, growing through the expansion of self service retailing, is suffering from a lack of research into its own effectiveness, according to a report in the November issue of *Advertising & Sales Promotion*.

Robert B. Konikow, managing editor, said that point of purchase will carry "an increasing share of the burden" of promoting impulse buying. As a result, it "will have to justify its share of the promotion dollar, not intuitively, as has been done in the past, but objectively and factually."

Returns on an *A&SP* questionnaire indicate that about 75% of the top advertisers do some research on point of purchase promotion, but about two-thirds of this research is based on salesmen's reports.

The Point-of-Purchase Advertising Institute, which has recently increased its activities in research, currently has five research reports on various aspects of the field, with several other projects in progress or planning.

■ A third source of research—universities—has provided very little help, the magazine says. "It is a little hard to explain the paucity of theses in point of purchase," Mr. Konikow writes. "More direct contact between advertisers and faculty members, who must approve and sponsor graduate projects, might bring faculties to an awareness of this area as a source for research subjects.

"In addition, more practical support might be offered. This could take the form of cash grants for specific projects, or access to records and facilities, or cooperation in the field, in setting up a study."

Calling for more and better research, *A&SP* says: "Point of purchase is too valuable a medium, and at the same time too expensive a medium, to be taken for granted. If it is to play its role in the sales promotion program, advertisers must have more accurate, more factual information about how it works, how it can be made to work better, how to predict the success of a piece or a program, how much can be justifiably spent in the medium." #

Naegele Buys Quality Outdoor Following Heywood Acquisition

Naegele Advertising Cos., Minneapolis, has purchased Quality Advertising Co., Lansing, Mich., the third acquisition within the past three weeks. Last week, Naegele announced purchase of Heywood Outdoor Advertising Co., Reno (AA, Oct. 23). Nate Fry, president of Quality for the past two years, has been named vp and director of commercial displays for all the Michigan markets and a member of the executive operating committee in Detroit. Jack Heuston, former Quality vp, will become manager of the Naegele office in Lansing.

Heywood has become Naegele Outdoor Advertising Co. of Nevada. Richard Spomer, exec vp, will coordinate management of the two main company offices in Las Vegas and Reno. John Settergren has been named vp in charge of all sales in the Nevada operation, and Richard Rowley is vp and general manager of the Reno company.

Four Join TvB of Canada

Television Bureau of Advertising of Canada, Toronto, has added four stations. They are Northern Broadcasting stations CHEX-TV, Peterborough; CKGN-TV, North Bay, and CKWS-TV, Kingston, as well as CKNX-TV, Wingham, Ontario.

"Well, we decided one thing, anyhow: we include Charleston-Huntington and WSAZ-TELEVISION."

Easiest decision of the year! For the *only* television station seen everywhere in the entire 72-county, 4-state Charleston-Huntington market is WSAZ-TELEVISION. No other single television station is even close to this exclusive coverage. It's a market that WSAZ-TELEVISION actually *created* through its power and programming. So to reach the two million people earning $4 billion a year in the heart of this "American Ruhr" region of the great Ohio Valley . . . pick Charleston-Huntington and WSAZ-TELEVISION. For more about this newest Goodwill Station and why it belongs on your must-buy list see your Katz Agency man.

WSAZ TELEVISION
CHANNEL 3 CHARLESTON - HUNTINGTON
DIVISION: THE GOODWILL STATIONS, INC.

Introducing a new product, or a new campaign? Do it in Detroit with its concentrated buying power of $9-billions. Do it in The News with its metropolitan area home coverage of 64% weekdays and 71% Sunday.* Through The News alone, reach 4 out of 5 metropolitan area homes that get a Detroit newspaper. Penetrate every income level (including 74% of those families earning $15,000 or more). Reach husband and homemaker at home, where advertising has extra impact. Whatever your product, to open the Detroit market effectively and economically, just use The News.

*Sixth Quinquennial Survey of the Detroit Market, 1961

The Detroit News

723,578 Weekdays—914,523 Sundays
6 Months ending 9/30/61, as filed with ABC, subject to audit.

New York Office: Suite 1237, 60 E. 42nd St. · **Chicago Office:** 435 N. Michigan Ave., Tribune Tower · **Pacific Office:** 785 Market St., San Francisco · **Miami Beach:** The Leonard Co., 311 Lincoln Road

Stower Cavanaugh Hirt White MacDonald Hudson Croker Stafford Laskowski Burns Tschudy

NNPA MEETING—*Socializing at the central region meeting of the National Newspaper Promotion Assn. meeting in Lansing, Mich., were James W. Stower, Detroit News; L. L. Cavanaugh, Minneapolis Star-Tribune; Paul Hirt, Chicago Sun-Times and Daily News; Jack P. White, Oldsmobile division, General Motors; Stewart MacDonald, Waukegan News-Sun; J. R. Hudson, Des Moines Register & Tribune; William J. Croker, Dubuque Telegraph Herald; John C. Stafford, Rockford Morning Star-Register Republic; Dale Laskowski, Daily Pantagraph, Bloomington, Ill.; Wilfred Burns, Beacon-News, Aurora, Ill.; and Herbert Tschudy, Iowa Daily Press Assn., Des Moines.*

Middle-Aged Are Top Big Appliance Prospects: Klein

CHICAGO, Oct. 24—Major appliance manufacturers and dealers don't pay enough attention to the replacement market or to middle-aged prospects, Don Klein, *Chicago Tribune* research manager, told the Electrical Women's Round Table last night.

Tribune research shows that only 32% of appliance sales are firsttime purchases, he said, the remainder being bought to replace or supplement similar units.

And the middle-aged, middle-income segment comprises the most frequent prospects for major appliances. "While major advertising and merchandising efforts are being aimed at young adults," he said, "the cold economic facts indicate the preponderant market for new appliances generally consists of those families who are old enough to be rich enough to buy."

■ He defined this group as "home-owning families with annual incomes over $5,000, college-educated, under 55 years of age. Husbands tend to come from the ranks of professionals, executives and other white collar occupations."

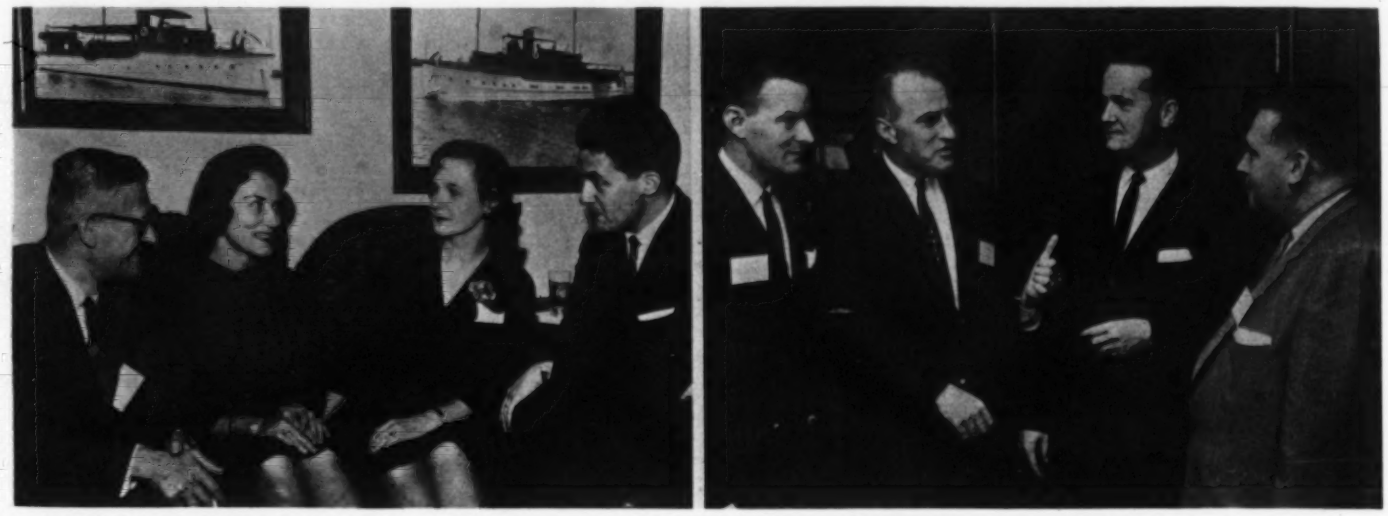
Women shoppers divide into three quite distinct groups, whose attitudes require different advertising and sales approaches, Mr. Klein said. He classified them as follows:

• **The practical, independent shopper.** Representing about 25% of the population, she knows what features she wants, detects the marginal ones, and is bothered by irrelevant details. She readily accepts the notion of work-saving appliances and is not worried about being displaced by them. She prefers white appliances, because color and color harmony present problems. She enjoys shopping, but finds her husband's presence complicates it. She fears he may be talked into something she doesn't want... [she] resents technically oriented salesmen . . . [she] wants to be the central figure in the purchasing situation but will yield to her husband's superior knowledge.

• **The dependent shopper.** This type of woman (approximately 70% of the population) is extremely dependent on opinions of others . . . is likely to respond to advertising appeals which suggest buying for the convenience of others (better meals for her family) rather than to indulge herself. She fears she may be trapped between her husband and the salesman, because they make her feel she is shirking her duty as a homemaker.

• **The individualistic shopper.** Constituting 5% of the market, this shopper type is concerned with being different; she likes to feel she is doing her own thinking —that she is being creative. She often doesn't like housework too well; she likes to get out of the house, but feels guilty about admitting it. She's the best prospect for a brand new type of appliance. She wishes appliances offered more colors, designs and styles so she could express herself better through selecting them.

Advertisers should try better to understand the multiple role—mother, wife, housekeeper, community worker—of today's wife, Mr. Klein said. "With frozen foods, electrical can openers, baby sitters and the local PTA, her role is different from her mother's, and a world apart from her grandmother's," he said. #



Lund Cuthbertson Fletcher Fildey Kelly Yuenger Wilcox Jerdon

PROMOTION MEN—*Present at the NNPA central region meeting were Harry Lund, Saginaw News; Fran Cuthbertson, Jack Tar Hotels; Marian W. Fletcher, Citizen, Lima, O.; Harold Fildey, Lansing State Journal; Donald Kelly, Illinois State Journal, Springfield; John Yuenger, Green Bay Press-Gazette; Howard Wilcox, Indianapolis Star & News; and Wayne Jerdon, Dayton News & Journal-Herald.*

FCC Renews WINS License

J. Elroy McCaw, owner of WINS, New York, told ADVERTISING AGE he has received a "number of other offers since Storer dropped its $10,000,000 option" to buy the station, but "no decision has been made at present." The Federal Communications Commission last week ended its "payola" investigation of WINS and voted to grant the station a three-year license renewal, following on the heels of Storer Broadcasting Co.'s decision to buy WMGM, New York radio station instead (AA, Oct. 16). As the FCC voted to drop the WINS "payola" probe, FCC Chairman Newton Minow wrote a dissent contending that a hearing should have been held in the case.

Moore Co. Boosts 3 Managers

E. R. Moore Co., Chicago, manufacturer of commencement caps, girls' gymwear and choir, choral and commencement robes, has promoted three managers to assistant vp. They are R. C. Karsted, assistant vp, advertising; P. J. O'Brien, marketing; and Starr Owen, sales and training.

It Is Time for Advertisers to Get Out of Show Business

For several years we have urged that advertising and advertising people should be dissociated from radio and television programming, and that networks and stations should be made solely responsible for the editorial content of broadcasting.

The events of the past several weeks lend sharp and insistent point to this position.

The tarred stick of the television quiz scandal has reached out to place its fateful mark on sponsors and advertising agencies, as well as program producers, network personnel and assorted eggheads. In the process advertising—not just television advertising, but all advertising, in whatever form or whatever medium it may appear—has been dealt a grievous blow. It cannot withstand many such blows; it must not continue in a position in which further blows of this kind are possible.

Television programming was already under serious and growing attack before the quiz scandal broke. There has been growing concern over unbalanced programming, over preoccupation with violence and the lowest common denominator of program concept. And there has been growing criticism of advertiser control and of slavish worshiping of ratings.

Much of the criticism has been unfair and unduly harsh. But some of it has a basis in fact. As long as the end-aim of all programming is to achieve a high rating, and as long as advertisers can associate their commercial messages with high-rated programs and refuse to associate them with lower-rated programs, stations and networks can attain truly balanced programming in the public interest only at great economic risk.

The airlanes belong to the people of the United States. They do not belong to advertisers. They are required, by law, to be operated "in the public interest, convenience and necessity." They must fulfill this primary requirement of society before they meet the demands of advertisers or of any one else.

They can do it easiest and best, ultimately, when broadcast advertising is as completely divorced from broadcast programming as printed advertising is normally divorced from magazine or newspaper editorial content.

Newspaper and magazine editors are responsible —solely—for the content of their editorial columns. Television stations and networks—and radio stations and networks—should be equally and totally responsible for their program content. Advertisers should buy time for commercial messages as they now buy space—adjacent to, or near to, editorial features, but with no control whatever over those editorial features. The direct influence and control of advertisers and advertising agencies should be limited strictly and completely to the commercial.

We recognize that the existing broadcasting system cannot be changed at a moment's notice. The "magazine concept" of broadcast advertising cannot be put into effect over night. But the industry has moved sharply in this direction in recent years with the development of the spectacular and the growth of "participating" shows and spot announcements. This movement toward separation of sponsor and program should be, and can be, hastened.

We recognize, too, that the change will be a blow to many outstanding sponsors whose special programs have enriched the airways and contributed mightily to the growth of broadcasting and particularly of television.

Yet in the long run we believe that even those who are dispossessed by a revision in the existing setup will benefit from the change. Advertisers have enough problems selling their products and services efficiently; they should be delighted to let someone else carry all the headaches of show business. #

WE SAID SO, TOO—*Two weeks ago Fairfax Cone spoke out strongly in favor of the magazine concept in tv. Last week Fred Gamble advanced similar views while at the Four A's meeting in Coronado, Cal. Reproduced above is an editorial that AA ran in November, 1959, which strongly advocates adoption of the magazine concept. We repeat it now because we believe it is pertinent.*

...in a brand new medium—
The Inner Circle.

It's selectivity *plus*.

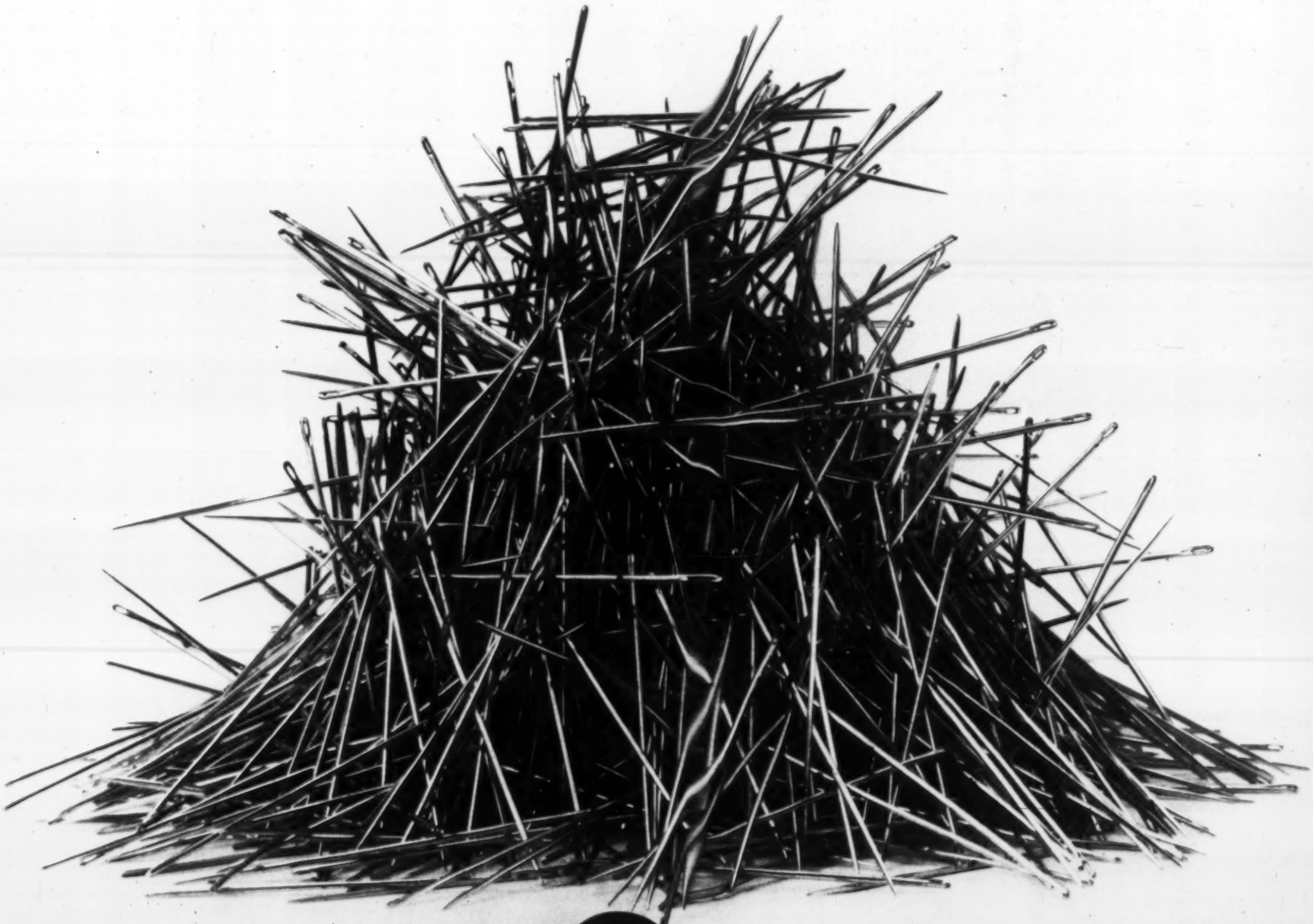
The *quality* readers of special interest magazines available in a new way—*in quantity*—at a cost that makes sense.

It's unique, this Inner Circle. And exciting. And new. And it works. And how!

After all, you reach 1,100,000 quality consumers efficiently (at low cost) and effectively (with maximum impact). And not a wisp of hay among them.

Why not learn more about the men you'll meet in the Inner Circle. Just dial OR 9-7200 and ask for Phil Shannon, Ad Manager. He handles the introductions.

all needles...no hay



THE ZIFF-DAVIS INNER CIRCLE

POPULAR BOATING, CAR & DRIVER, FLYING, HI FI/STEREO REVIEW, POPULAR PHOTOGRAPHY

Ziff-Davis Publishing Company, One Park Avenue, New York 16, N. Y.

Chicago: 434 S. Wabash Ave.; Beverly Hills: 9025 Wilshire Blvd.

THE SOUTH LEADS THE COUNTRY IN GAIN IN CASH FARM INCOME

U.S. cash farm income is UP for the first seven months of this year over the same period in 1960, according to U.S. Department of Agriculture estimates . . . *and up most in the South.* The 16 Southern states show a gain of 4.9% as compared to a U.S. gain of 2.9%.

Thus, the rural South continues to pile gains on top of gains. Its cash farm income soared to an all-time high of $10,431,404,000 in 1960. This represents a gain of more than $2 BILLION in 10 years. During the same period, the South's country bank deposits and farm-owned government bonds rose from $6.3 BILLION to $8.9 BILLION. This enormous growth in rural buying power is an important reason why the South leads the country in 10-year per capita increase in retail sales with a 34% gain as compared to a 24% gain for the U.S. as a whole. During the last decade, the average size of the Southern farm increased from 148 acres to 217 acres, and the average value of land and buildings increased from $8,654 to $22,426.

All of these gains add up to the fact that Southern farm families are prosperous customers for whatever you have to sell. Your direct route to this rich, up-and-coming market is your advertising in The Progressive Farmer—the magazine with concentrated local influence, special interest appeal and dynamic selling power in the 16 Southern states. You reach 1,411,000 subscriber-families *(more than 5,785,000 readers)*—most of them virtually exclusive to The Progressive Farmer.

The South Subscribes to

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

October Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Oct. 1961	Oct. 1960	Jan.-Oct. 1961	Jan.-Oct. 1960	Oct. 1961	Oct. 1960	Jan.-Oct. 1961	Jan.-Oct. 1960	Oct. 1961	Oct. 1960
General Farm Publications										
Alabama Farmer: (mon)										
‡North Edition	5.7	—	65.7	—	4,255	—	49,649	—	4,184	—
‡South Edition	6.0	—	70.2	—	4,500	—	53,054	—	4,429	—
Average 2 Editions	5.9	—	68.0	—	4,377	—	51,351	—	4,307	—
†American Agriculturist (mon)	30.9	34.3	271.0	314.3	22,533	24,940	197,324	228,762	20,337	22,408
§Arizona Farmer-Ranchman (bw)	50.7	52.8	516.3	582.1	38,358	39,949	390,345	440,056	37,184	38,463
Arkansas Farmer: (mon)										
‡Delta Edition	12.3	10.1	150.0	174.5	9,300	7,646	113,426	131,949	8,684	7,244
‡Western Edition	10.7	10.8	111.0	154.9	8,086	8,178	83,899	117,115	7,470	7,776
Average 2 Editions	11.5	10.4	130.5	164.7	8,693	7,912	98,662	124,553	8,077	7,510
Better Farming Methods: (mon)										
‡Eastern Edition	24.5	13.3	184.9	193.1	10,492	5,709	79,314	82,852	10,492	5,709
‡Central Edition	21.5	16.2	212.2	213.1	9,205	6,970	91,036	91,438	9,205	6,970
‡Southern Edition	20.5	14.8	192.1	204.6	8,790	6,345	82,392	87,760	8,790	6,345
‡Western Edition	21.0	13.3	168.7	192.9	9,009	5,709	72,388	82,762	9,009	5,709
Average 4 Editions	21.9	14.4	189.5	200.9	9,374	6,183	81,283	86,203	9,374	6,183
Business Farming (mon)	16.0	18.9	252.3	309.6	7,222	8,505	113,561	139,361	6,275	6,601
§California Farmer: (sm)										
Central Valley Edition	41.1	37.6	366.8	371.2	28,795	22,767	267,371	275,414	28,398	22,092
Northern & Comb. Edition	50.2	44.6	441.5	408.1	31,933	27,009	312,059	303,910	31,303	26,670
Southern Edition	44.8	38.4	360.2	351.7	28,499	23,229	252,027	260,645	27,856	22,422
Average 3 Editions	45.3	40.2	389.5	377.0	29,742	24,335	277,152	279,989	29,185	23,278
Colorado Rancher & Farmer (sm)	31.2	31.0	367.6	380.3	23,620	23,470	278,391	287,796	22,220	21,118
Dakota Farmer (sm)	32.9	41.4	411.2	521.2	25,828	32,465	322,382	408,679	23,594	31,528
Electricity on the Farm (mon)	11.0	12.9	81.3	92.5	3,819	4,462	26,046	31,930	—	—
Farm Journal: (mon)										
‡Central Edition	72.3	95.0	785.0	842.8	31,008	40,741	336,747	361,543	29,554	39,072
‡Eastern Edition	66.4	79.5	677.4	697.6	28,506	34,093	290,604	299,273	27,052	32,424
‡Southeastern Edition	48.8	71.1	543.2	584.2	20,930	30,518	233,048	250,642	19,476	28,849
‡Southwestern Edition	50.8	70.0	565.2	592.1	21,789	30,017	242,491	254,003	20,335	28,348
‡Western Edition	69.0	95.0	686.0	726.4	29,580	40,742	294,277	311,633	28,126	39,073
Average 5 Editions	61.5	82.1	651.4	688.6	26,363	35,220	279,433	295,419	24,909	33,553
††Farm Quarterly (q)	—	—	311.2	299.4	—	—	143,744	138,323	45,735	39,705
Farm & Ranch—Southern Agriculturist: (mon)										
‡Southeastern Edition	23.9	29.7	291.8	322.3	10,256	12,727	125,176	138,287	8,450	11,156
‡Southwestern Edition	26.3	30.5	305.1	333.7	11,293	13,068	130,882	143,166	9,405	11,336
Average 2 Editions	24.8	30.0	297.0	326.8	10,660	12,860	127,399	140,187	8,823	11,226
The Farmer (sm)	68.1	78.3	816.4	848.9	53,404	61,416	640,070	665,504	48,193	55,394
Farmer-Stockman: (mon)										
‡‡‡Kansas Edition	24.9	—	56.0	—	18,936	—	42,594	—	15,210	—
‡Oklahoma Edition	30.2	27.8	341.5	308.8	22,948	20,419	259,515	234,722	19,243	17,363
‡Texas Edition	23.5	24.5	289.6	290.0	17,828	18,068	220,125	220,430	14,629	15,972
*Average 3 Editions	26.2	25.3	229.0	299.4	19,904	19,244	174,075	227,576	16,361	16,668
Georgia Farmer: (mon)										
‡North Edition	4.3	5.5	80.8	125.7	3,288	4,160	61,084	95,095	3,181	3,838
‡South Edition	4.9	4.9	102.1	148.3	3,680	3,708	77,202	112,139	3,573	3,386
Average 2 Editions	4.6	5.2	91.5	137.0	3,484	3,934	69,143	103,617	3,377	3,612
Indiana Farmer (mon)	11.0	13.0	174.8	156.2	8,475	9,972	134,283	119,929	6,799	8,135
‡‡§Kansas Farmer (sm)	57.4	46.1	405.8	347.3	44,143	35,393	311,644	266,691	39,932	32,810
**Kentucky Farmer (mon)	13.1	14.8	133.4	181.5	10,083	11,382	102,416	139,364	9,070	10,077
Mississippi Farmer: (mon)										
‡Delta Edition	6.1	5.8	89.6	130.2	4,543	4,380	67,720	98,478	4,441	4,008
‡Eastern Edition	4.0	6.2	61.6	109.2	3,007	4,644	46,542	82,581	2,905	4,272
Average 2 Editions	5.0	6.0	75.6	119.7	3,775	4,512	57,131	90,530	3,673	4,140
‡‡§Missouri Ruralist (sm)	66.1	44.4	405.9	343.1	50,727	34,117	311,738	263,533	42,375	28,239
Montana Farmer-Stockman (sm)	55.0	54.4	528.6	586.4	41,587	41,090	399,600	443,317	26,649	24,643
Nebraska Farmer (sm)	74.8	86.3	828.4	860.9	56,568	65,239	626,373	651,024	43,541	53,094
***§New England Homestead (mon)	33.3	43.2	182.2	241.4	23,311	30,248	124,480	169,005	17,746	23,187
New Mexico Farm & Ranch (mon)	14.3	17.1	198.2	203.9	10,840	12,898	150,127	154,444	10,712	12,800
§Ohio Farmer (sm)	72.5	60.8	569.0	580.2	55,666	46,716	437,124	445,592	45,766	36,189
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	36.4	29.4	346.7	334.8	27,485	22,248	262,141	253,135	26,003	20,928
The Oregon Farmer	28.8	29.2	297.1	313.9	21,801	22,079	224,606	237,339	20,345	20,963
The Utah Farmer	39.3	30.2	340.0	320.9	29,690	22,818	257,003	242,595	28,088	21,474
The Washington Farmer	30.2	30.3	312.3	335.1	22,847	22,924	236,110	253,365	21,287	21,695
§Pennsylvania Farmer (sm)	51.7	39.0	417.7	310.2	39,724	30,621	320,791	315,009	34,941	26,749
Prairie Farmer: (sm)										
‡Illinois Edition	68.7	86.3	968.6	978.5	50,019	62,850	705,155	712,352	40,691	53,980
‡Indiana Edition	67.7	80.8	919.9	934.7	49,273	58,844	669,729	680,542	39,945	49,974
Average 2 Editions	68.2	83.5	930.5	956.6	49,646	60,847	677,439	696,447	40,318	51,977
Progressive Farmer: (mon)										
‡Carolina-Va. Edition	63.0	63.9	633.2	708.7	42,831	43,506	430,578	481,913	40,637	41,393
‡Ga.-Ala.-Fla. Edition	64.3	63.4	654.5	711.1	43,765	43,118	445,100	483,508	41,574	40,876
‡Ky.-Tenn.-W. Va. Ed.	59.9	62.7	600.3	668.4	40,710	42,660	408,214	454,536	38,638	40,692
‡Miss.-La.-Ark. Edition	60.5	61.2	611.2	659.7	41,138	41,616	415,583	448,631	38,978	39,499
‡Texas Edition	65.0	63.7	615.5	684.5	44,217	43,345	418,507	465,457	42,012	41,108
Average 5 Editions	62.5	63.0	622.9	686.5	42,532	42,849	423,598	466,809	40,368	40,714
Rural New-Yorker: (mon)										
‡New York-New England Edition	13.3	15.2	191.7	203.1	10,142	11,581	146,427	155,038	8,010	9,448
‡Penn.-Jersey Farming Ed.	12.7	15.6	169.6	192.5	9,722	11,966	129,629	146,679	7,590	9,833
Average 2 Editions	13.0	15.4	180.6	197.8	9,932	11,773	138,028	150,858	7,800	9,640
Southern Planter: (mon)										
‡Va., W. Va., Md., Del. Ed.	15.9	19.7	208.3	229.8	11,127	13,783	145,875	160,880	10,563	13,445
‡N. Car., S. Car., Ga. Ed.	9.6	14.6	159.0	192.3	6,752	10,187	111,333	134,499	6,188	9,849
Average 2 Editions	12.8	17.2	183.7	211.1	8,940	11,985	128,604	147,690	8,376	11,647
Successful Farming (mon)	59.8	77.5	654.0	754.6	26,919	34,873	294,322	339,592	20,707	31,998
**Tennessee Farmer & Homemaker (mon)	13.7	7.3	96.8	131.3	10,548	5,627	74,341	100,840	9,858	4,648
Wallaces' Farmer (sm)	80.3	84.4	889.4	924.0	62,980	66,166	697,314	724,398	52,171	56,225
Western Crops & Farm Management (mon)	12.5	18.0	228.4	225.2	5,347	7,751	98,251	96,645	5,347	7,751
Western Farm Life: (sm)										
‡Regular Edition	16.3	21.4	177.0	186.9	12,804	16,781	138,808	146,571	7,473	8,413
‡Eastern Edition	19.7	25.9	226.6	238.0	15,484	20,358	177,718	186,664	10,153	11,177
Average 2 Editions	18.0	23.6	201.8	212.5	14,144	18,569	158,263	166,617	8,813	9,795
Wisconsin Agriculturist (sm)	55.4	58.6	616.9	619.8	43,433	47,189	484,571	488,971	42,547	45,951
Wyoming Stockman-Farmer (mon)	51.1	46.4	480.8	444.2	39,298	36,414	376,194	341,422	26,586	28,214
Total Group	967.0	1,070.7	11,192.7	12,055.8	664,328	769,747	7,623,719	8,196,807	604,917	666,955

‡Not included in totals. §Not included in totals; as October figures were unavailable as this issue went to press September figures are shown. †Changed from semi-monthly to monthly publication July 1961. ††First published September 1961. *1960 figures are for two editions only. †††Published quarterly in February, May, August and November; cumulative figures shown are for August issue. ‡‡Changed from 760-line page to 768-line page January 1961. **Changed from 784-line page to 768-line page January 1961. ***Changed from semi-monthly to monthly publication April 1961.

Newspaper-Distributed Farm Sections

Iowa Farm & Home Register (mon)	14.0	13.1	137.0	168.9	14.031	13.053	137.008	168,853	13,744	12,751
Texas Ranch & Farm (mon)	5.1	5.7	108.6	125.5	5.124	5.656	108.626	125,454	4,928	5,138
Total Group	19.1	18.8	245.6	294.4	19.155	18,709	245.634	294,307	18,672	17.889

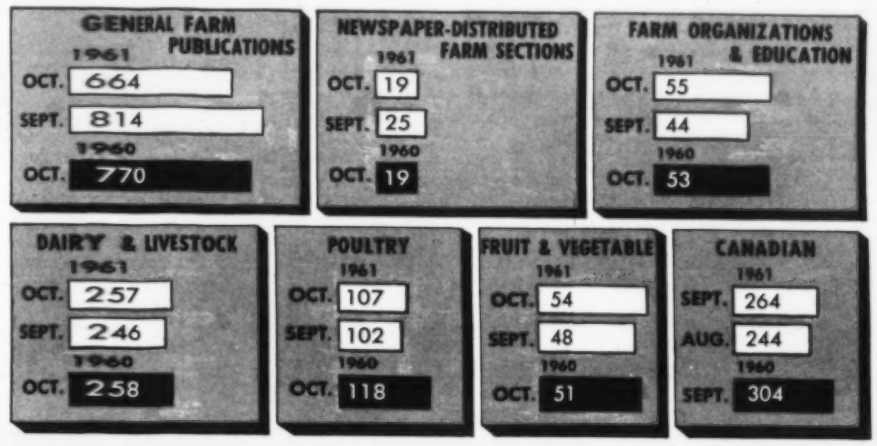
Farm Organizations and Education

Agricultural Leaders' Digest (mon)	5.6	4.7	63.3	66.5	2,381	1,999	27,160	28,512	2,381	1,999
Buckeye Farm News (mon)	16.2	12.6	169.2	137.8	7,269	5,665	76,327	62,153	—	—
County Agent & Vo-Ag Teacher (mon)	18.6	20.9	206.9	258.8	7,992	8,961	88,745	101,021	7,992	8,961
§Iowa Farm Bureau Spokesman (w)	45.9	43.8	434.1	475.2	46,588	44,460	440,392	483,752	44,406	42,513
Michigan Farm News (mon)	2.6	2.2	25.5	22.8	6,006	5,238	59,070	53,064	5,670	4,850
Missouri Farmer (mon)	22.8	14.0	141.9	130.7	9,649	5,856	59,314	54,891	4,438	5,036
National 4-H News (mon)	17.5	19.3	136.5	189.6	7,334	8,097	57,334	79,631	7,334	8,097
National Future Farmer (bm)	28.7	35.6	133.9	174.7	12,400	15,421	57,827	75,801	12,400	15,421
*Nation's Agriculture (mon)	4.0	4.3	42.8	51.0	1,698	1,831	18,373	21,884	1,491	1,635
§Washington Grange News: (sm)										
East Edition	14.7	13.2	120.2	123.9	15,974	14,322	130,690	134,089	15,638	14,014
West Edition	14.1	13.0	117.4	122.8	15,246	14,112	127,414	132,579	14,910	13,804
Average 2 Editions	14.4	13.1	118.8	123.4	15,610	14,217	129,097	133,734	15,274	13,909
Total Group	116.0	113.6	920.0	1,031.9	54,729	53,068	444,150	476,957	41,706	45,999

§Not included in totals; as October figures were unavailable as this issue went to press September figures are shown. *Changed from 450-line page to 429-line page April 1961.

Farm Linage Trend

Figures in Thousands



Dairy & Livestock										
The Cattleman (mon)	94.8	108.5	938.5	961.6	39,799	45,553	394,127	403,966	12,873	14,161
§Corn Belt Farm Dailies: (d)										
The Drovers Journal, Chicago	41.4	40.0	262.1	268.3	89,157	86,171	565,069	578,541	42,352	41,726
The Drovers Telegram, Kansas City	31.0	30.6	240.4	238.9	66,842	65,923	518,211	515,010	41,565	39,241
The Stockman's Journal, Omaha	41.1	51.3	294.0	304.3	88,653	110,497	633,799	656,016	64,286	79,795
The Livestock Reporter, St. Louis	24.9	26.5	191.7	207.1	53,759	57,139	413,315	446,496	32,410	36,551
Dairymen's League News (bw)	16.1	13.3	99.4	114.7	11,680	9,651	72,365	83,458	10,873	8,874
Feedlot (mon)	36.3	28.6	268.5	188.1	15,232	12,012	112,770	79,002	15,218	11,970
Florida Cattleman (mon)	88.5	81.9	685.5	731.8	37,163	34,407	287,903	307,355	23,339	21,427
Hoard's Dairyman (sm)	65.7	60.8	579.2	623.5	47,839	44,243	421,648	453,909	40,728	37,760
Livestock Breeder Journal (mon)	80.0	89.9	708.1	716.1	33,642	37,772	301,770	304,206	2,842	3,276
National Hog Farmer (mon)	25.8	21.6	254.0	234.2	26,187	21,925	257,801	237,715	25,477	21,763
National Livestock Producer (mon)	17.4	16.5	169.9	190.4	12,641	12,016	123,705	138,617	12,126	11,581
Western Dairy Journal (mon)	34.2	31.8	295.7	385.3	14,684	13,650	129,934	165,187	10,778	10,393
Western Livestock Journal: (mon)										
‡Mts. & Plains Edition	61.0	77.4	604.4	716.2	26,172	33,222	259,352	307,225	9,575	12,632
‡Pacific Slope Edition	79.4	90.5	911.8	979.3	34,043	38,850	391,227	420,120	11,573	17,652
Average 2 Editions	70.2	84.0	758.1	847.8	30,108	36,036	325,290	363,673	10,574	15,142
§Western Livestock Reporter (w)	30.0	42.9	278.6	274.1	40,320	57,658	373,093	368,361	12,852	13,692
Total Group	512.9	523.6	4,657.5	4,878.8	257,295	257,614	2,354,948	2,453,630	153,955	147,473

‡Not included in totals. §Not included in totals; as October figures were unavailable as this issue went to press September figures are shown.

Poultry										
American Poultry Journal: (mon)										
‡Egg Producer Eastern Edition	10.3	14.9	102.3	140.3	4,410	6,396	43,891	60,175	3,123	4,578
‡Egg Producer Midwest Edition	10.8	15.2	105.5	157.3	4,637	6,538	45,249	67,490	3,350	5,223
‡Egg Producer Pacific Edition	11.5	15.4	105.1	158.0	4,917	6,619	45,091	67,781	3,350	4,606
‡Egg Producer Southern Edition	9.8	16.1	106.9	161.5	4,197	6,895	45,845	69,281	4,197	5,077
‡Broiler Producer Edition	6.4	8.4	59.8	79.2	2,759	3,625	25,634	33,957	2,759	3,625
‡Turkey Producer Edition	6.6	6.5	78.9	105.5	2,846	2,809	33,866	45,249	2,274	2,352
Average 6 Editions	9.2	12.8	93.1	133.6	3,961	5,480	39,929	57,322	3,176	4,244
Broiler Business (mon)	29.9	41.5	303.6	273.9	12,843	17,810	130,263	117,485	10,817	16,024
Broiler Industry (mon)	34.0	34.9	318.0	304.8	15,325	15,697	143,192	137,200	11,875	8,817
Everybodys Poultry Magazine (mon)	19.6	20.5	174.8	197.4	8,420	8,788	74,995	84,712	4,539	6,265
Georgia Poultry Times (w)	25.3	30.3	287.7	271.3	27,090	32,326	307,202	289,618	20,146	29,980
§The Poultryman: (w)										
Dixie Edition	17.0	20.2	153.9	128.3	18,550	21,875	167,057	139,167	9,308	10,652
National Edition	16.1	17.9	137.9	115.9	17,387	19,426	149,663	125,826	8,866	9,980
New England Edition	20.2	23.4	175.9	156.3	21,965	25,411	190,939	169,600	12,702	14,208
New Jersey Edition	19.9	22.3	166.8	171.0	21,581	24,202	181,031	185,489	11,198	13,565
Poultry Tribune: (mon)										
‡Eastern Edition	38.7	35.1	351.4	351.8	16,610	15,044	150,771	150,916	12,616	11,273
‡Midwest Edition	33.8	37.2	343.3	352.5	14,505	15,966	147,272	151,207	10,696	12,265
‡Pacific Edition	49.1	52.0	428.0	442.5	21,075	22,301	183,591	189,817	14,403	16,164
‡Southeast Edition	41.2	40.2	395.7	398.8	17,693	17,242	169,768	171,092	12,656	13,103
‡Southwest Edition	32.5	36.0	323.7	346.3	13,943	15,459	138,852	148,554	9,638	11,615
Average 5 Editions	39.1	40.1	368.4	378.4	16,765	17,202	158,051	162,316	12,002	12,884
Turkey World: (mon)										
‡Central Edition	52.7	46.6	427.1	394.7	22,603	20,002	183,208	169,344	10,516	9,280
‡Eastern Edition	49.5	46.0	400.6	387.8	21,246	19,747	171,872	166,359	9,518	9,353
‡Western Edition	52.4	49.0	408.6	391.8	22,466	21,040	175,287	168,102	10,017	9,925
Average 3 Editions	51.5	47.2	412.1	391.4	22,105	20,263	176,789	167,936	10,017	9,519
Total Group	208.6	227.3	1,957.7	1,950.8	106,509	117,566	1,030,421	1,016,589	72,572	87,733

‡Not included in totals. §Not included in totals; as October figures were unavailable as this issue went to press September figures are shown.

(Continued on Page 76)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Oct. 1961	Oct. 1960	Jan.-Oct. 1961	Jan.-Oct. 1960	Oct. 1961	Oct. 1960	Jan.-Oct. 1961	Jan.-Oct. 1960	Oct. 1961	Oct. 1960
Fruit & Vegetable										
American Fruit Grower (mon)	13.3	8.0	264.9	306.1	5,764	3,467	114,448	135,218	5,218	3,109
American Vegetable Grower (mon)	10.8	12.0	251.8	261.6	4,666	5,168	108,757	113,014	4,420	4,917
California Citrograph (mon)	29.0	25.1	232.6	226.0	19,516	16,842	156,536	151,784	19,166	16,534
Florida Grower & Rancher (mon)	28.4	27.1	174.5	197.8	19,302	18,398	142,694	170,931	18,503	17,660
§Vegetable Growers Messenger (bm)	7.1	8.7	59.7	55.7	2,982	3,654	25,074	23,394	—	—
Western Fruit Grower (mon)	12.5	16.4	257.0	275.7	5,250	6,902	107,900	115,794	5,250	6,902
Total Group	94.0	88.6	1,180.8	1,267.2	54,498	50,777	630,335	686,741	52,557	49,122

§Not included in totals; as October figures were unavailable as this issue went to press September figures are shown.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Sept. 1961	Sept. 1960	Jan.-Sept. 1961	Jan.-Sept. 1960	Sept. 1961	Sept. 1960	Jan.-Sept. 1961	Jan.-Sept. 1960	Sept. 1961	Sept. 1960
Canadian (September)										
Le Bulletin des Agriculteurs (mon)	45.3	59.2	387.3	450.1	31,716	41,466	271,094	315,052	31,716	41,466
Country Guide (mon)	24.6	26.7	304.4	319.5	17,683	19,195	219,143	230,030	17,683	19,195
†Family Herald (w)	71.0	75.6	614.6	614.8	69,288	73,718	599,297	599,525	49,390	52,725
Farmer's Advocate & Canadian Countryman (sm)	33.6	36.7	317.5	347.4	23,522	25,689	222,273	243,181	16,435	18,198
Free Press Prairie Farmer (w)	69.7	80.1	745.4	800.7	77,901	86,343	829,696	886,847	36,355	43,758
†Western Producer (w)	40.7	53.7	494.1	548.9	43,585	57,493	528,712	587,358	26,598	32,044
Total Group	284.9	332.0	2,863.3	3,081.4	263,695	303,904	2,670,215	2,861,993	178,177	207,386

†Four issues September 1961; five issues September 1960.

Munro, Erstwhile Ad Gadfly, Active in A-Bomb Protest

NEW YORK, Oct. 24—After an absence of 16 years, David A. Munro is back addressing Madison Ave.

In March 1945, Mr. Munro was writing his swan song as the stormy, embattled publisher and editor of "Space & Time," an advertising newsletter he founded in May, 1937. Now he is reintroducing himself, via mimeographed letters, to 150 admen, inviting them to join him in "working for peace" via the "Emergency Committee for the New Nevada Protest Project."

In mid-October he left New York for the Southwest, where he hopes to organize a non-violent protest to the test-bombing in Nevada, and later to all such testing in the Southwest.

■ This peaceful demeanor is in remarkable contrast to his controversial—and still well-remembered—exit from the advertising scene during the war. A self-styled "highly vocal" critic of many an advertising personality, he covered their activities with gusto. In his last few years as editor of "Space & Time," he had been sued for libel several times—actually writing some issues in jail before being acquitted.

One suit had been brought by Henry P. and Lee H. Bristol of Bristol-Myers Co. after Munro characterized them as "fascists." Their attorney was I. W. Digges, the well-known counsel to the Assn. of National Advertisers. Mr. Munro was also sued by Macfadden Publications for saying that it was controlled by Cuneo Press.

■ In 1945 he turned the newsletter over to his former wife, Mary Munro, and joined the information section of the Office of Price Administration—working with his old friends, Chester Bowles (then OPA administrator and an owner of Benton & Bowles) and Al Stanford, a Compton account executive who headed OPA's information section.

After the war, he free lanced a bit, and then started off on a new tangent. In 1949 he went back to graduate school, earning a master's degree in sociology from Wayne University, and doing considerable work towards a Ph. D. in linguistics from the University of Michigan.

■ He taught briefly in Los Angeles, then was sent by the State Department to teach English and linguistics at the University d'Oriente Santiago, Cuba, where he stayed until the students' strike in 1957. Next followed stints at the University of Michigan's English language institute and at the University of Illinois.

For the past two years, he has been at Los Angeles State College, teaching English and linguistics. Several months ago, he decided to interrupt his teaching career to devote a year to "working in the peace movement."

As for "Space & Time," it was published by Mrs. Munro until 1949, when she sold it to Robert Landry, then a CBS executive and now managing editor of *Variety*. He later sold it to Sam Shain, the current publisher. #

THEN WE WROTE—*Kircher, Helton & Collett, Dayton, uses a display case in the concourse at Dayton Municipal Airport to show travelers the type of work it has done for clients. Kircher, Helton, the only agency among more than a dozen companies which advertise along the concourse, estimates that about 275,000 people pass through the terminal building each month. Displays are changed each month.*

Smith, Henderson Adds One

Business Equipment Manufacturers' Exhibits, a subsidiary of Business Equipment Manufacturers' Assn., has switched from Larrabee Associates, Washington, to Smith, Henderson & Berey, New York. BEME recently moved its headquarters from Washington to New York.

'Liberty' Promotes Prince

Ted Prince, formerly vp in charge of sales, has been named publisher of *Liberty*, a new post, by Fengate Publishing Co., Toronto. K.A. Phillips, formerly circulation manager of *Liberty* and *Saturday Night*, has been named a vp of Fengate. He will continue in charge of circulation activities.

Burnett Joins Adams Institute

R. E. Burnett has joined Adams Institute of Marketing, Shreveport, as vp, public relations division. Mr. Burnett formerly was pr director and account executive with Glenn Mason, Cunningham & Associates, Shreveport agency.

Interested in reaching the influential people in 60,000 conservative Protestant churches?

That's the market where MOODY MONTHLY's influence is concentrated. This *"invited salesman"* has an entree into the homes of these active church leaders and gets you inside the important decision-making church board meetings. More than 75% of M/M's subscribers hold positions of influence in these 60,000 conservative Protestant churches. And M/M's 100,000 homes (with more than 280,000 readers) offers you another important market.

For complete folder of Media Fact Sheets on reader survey, call or write today—

LAWRENCE ZELTNER, *advertising manager*

MOODY MONTHLY

820 N. LaSalle Street • Chicago 10, Illinois

SERVICE

ONE-WORD REASON WHY AGENCIES CALL ON US!

REILLY

LAKE SHORE ELECTROTYPE DIVISION

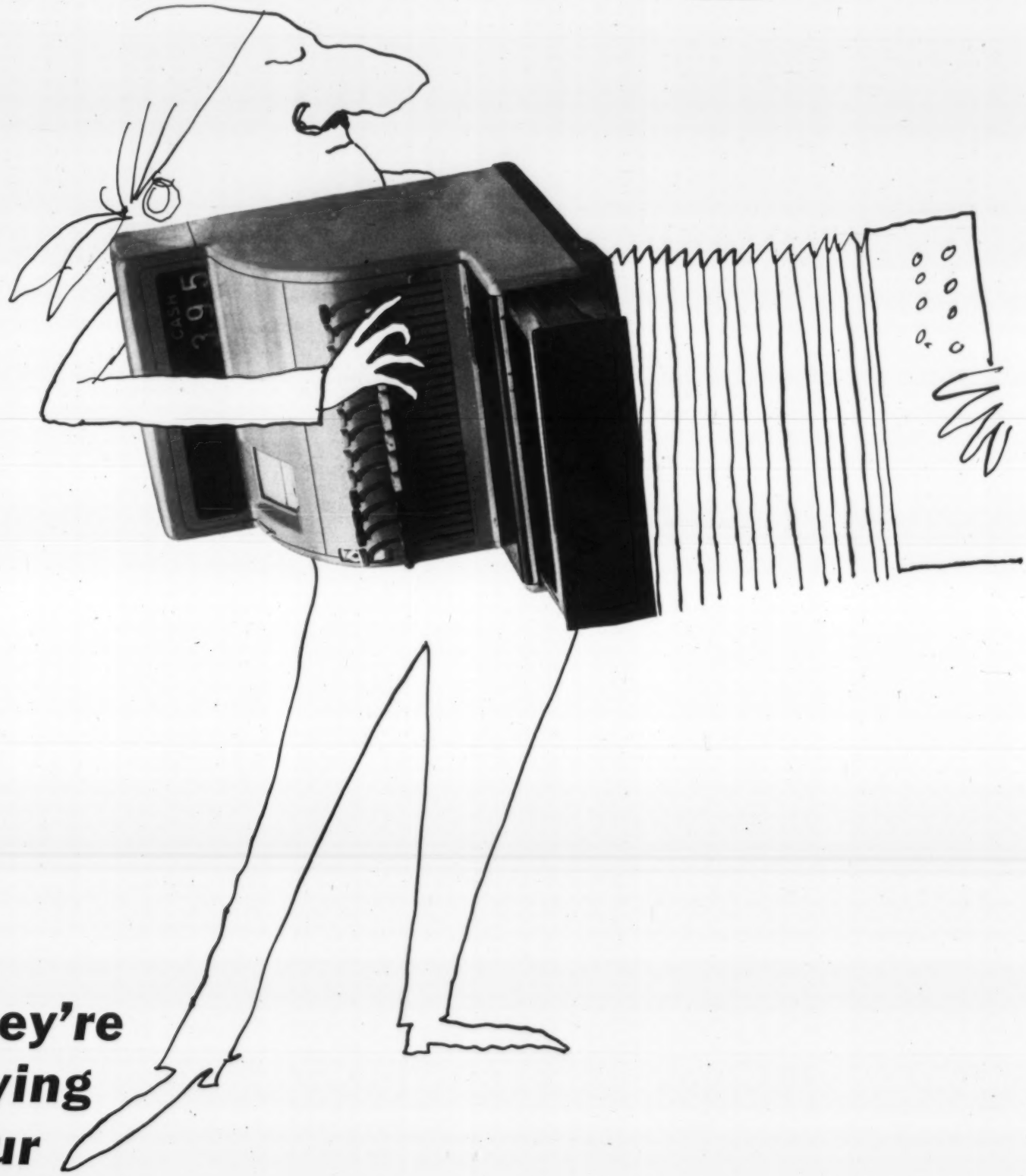
ELECTROGRAPHIC CORPORATION

812 WEST VAN BUREN STREET • CHICAGO 7 • HAYMARKET 1-1000

REILLYTYPES • SUPER BISTA PREMADEREADY MATS • 3 M PREMADEREADY ELECTROTYPES • PLASTIC PLATES • PHENOLIC PLASTIC PLATES • COMPLETE DEALER MAT SERVICE • 24 HOUR REPRINT SERVICE

Advertisement

DON'T OVERLOOK the Sweet Vermont Market! Cover it effectively, easily, economically, with just one order, one bill, one buy — using the Vermont Allied Dailies, a 6-newspaper group which covers the part of Vermont where 93.9% of the state's $652 million buying power originates. Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)



They're playing our song!

"Good commercial, but it doesn't *sing!*" Ever heard that one before? In our book, the only commercial that really sings is the one that sells the product and returns a profit to the sponsor. Fact is, this magic combination of sing and sell is the N. W. Ayer theme song.

The commercial is the payoff **N. W. Ayer & Son, Inc.**

PHOTO REVIEW OF THE WEEK

Jennings Gibbons Falkenburg Cullen

LAUGHING GAS—*Enjoying the seventh annual dinner given by Ladies' Home Journal during the American Gas Assn. convention in Dallas to honor incoming and outgoing officers, ad committee representatives and executive staff are Norvel Jennings, AGA advertising and promotion director; Maxfield Gibbons, senior vp, Ketchum, MacLeod & Grove; Jinx Falkenburg, commercial spokeswoman for AGA; and Richard Cullen, general sales manager of the Journal.*

Jones Kawakami Clements

VISITOR—*Noboru Kawakami, management service director of McCann-Erickson's Japanese affiliate, Hakuhodo Inc., is flanked by Russ Jones, account exec, and Marplan Inc.'s Los Angeles manager, Betty Clements, during a recent visit to Interpublic's Los Angeles operation. All three service the agency's Coca-Cola account, naturally.*

Gribler Richer Dickey

PURPLE GARTER—*E. R. Richer, vp, secretary and director of the executive committee, Grey Advertising, New York, receives membership in the Royal Order of the Purple Garter of the Women's Advertising Club of St. Louis from the program chairman, A. E. Gribler, advertising director, Prince Gardner Co., and the club president, Mrs. Marion Dickey, St. Louis Hostess Co.*

Ratermann Tjaden Bain Crane

WHICH ONE?—*Dene C. Ratermann, National 4-H Service Committee, and president, Chicago chapter, American Women in Radio & Television, offers a tray of sweets to Montez Tjaden, KWTV, Oklahoma City, national AWRT president; Elizabeth Bain, CBS-TV, New York, secretary-treasurer; and Martha Crane, WLS, Chicago, national president-elect. The four were meeting with other members of the national board and Chicago chapter to discuss the 1962 AWRT convention to be held in Chicago May 3-6.*

Farrell Weber Schroeter

Narber Hunter

Shinners Miller Georgi Selby Brew

AT ABC ANNUAL MEETING—*Discussing the advertising business between sessions at the annual meeting of the Audit Bureau of Circulations are William R. Farrell, Monsanto Chemical Co., who retired as board chairman of ABC; Ray Weber, Swift & Co.; Harry Schroeter, National Biscuit Co.; James Narber, Better Homes & Gardens; Don Hunter, Maclean-Hunter Publishing Co.; John Shinners, Times-Press, Hartford, Wis.; Wayne Miller, Meredith Publishing Co.; Carl Georgi, Campbell-Ewald Co.; H. G. Selby, Meldrum & Fewsmith; and Austin Brew, Batten, Barton, Durstine & Osborn. The two-day meeting was held in Chicago's Drake Hotel.* *(Story on Page 52.)*

Matthews Temple Wile

Root Fitzsimons Scott

Allen LaVene Jennings

BETWEEN-SESSIONS RELAXATION—*Executives at the western Four A's meeting included William C. Matthews, Foote, Cone & Belding; Robert C. Temple, Fletcher Richards, Calkins & Holden; Frederic W. Wile, the Advertising Council; Robert Root, Botsford, Constantine & Gardner; Walter G. Fitzsimons, BBDO; Louis E. Scott, FC&B; Duncan Jennings, Jennings & Thompson; and Robert Allen and Norval LaVene, both of Fuller & Smith & Ross.*

Since 1945...

After 16 Years... a NEW Name—

Transportation Supply News, with the November 1961 issue, is

Now...Nov. 1961...

Fleet Management News

Reg. U.S. Patent Office Applied For

With its November, 1961 issue, Transportation Supply News, the truck and bus fleet product newspaper, founded in 1945, becomes "Fleet Management News."

This change in name is highly significant for its growing monthly reader audience, as well as to fleet advertisers and the advertising agencies.

New Name More Appropriate

The new name "Fleet Management News" is more descriptive of the editorial contents, the market served, and the readers; as well as more definitive of the reader response.

"Fleet Management News" is edited for not only top executive fleet management, but in addition, operations management, maintenance management, and purchasing management in the truck and bus fleet field.

Fleet Market Is Expanding

Today there are over 70,000 truck and bus fleets in the ten units and above fleet market.

With the December 1961 issue, the circulation of "Fleet Management News" will be stepped up from 62,000 to 75,000, guaranteeing coverage of some 60,000 truck and bus fleets, which will be double and more the number of fleets reached by any contemporary publication. If you don't reach them, you can't sell them.

During the past sixteen years, FMN's predecessor, TSN, has been the leader in "functional" editorial content; the leader with its high visibility newspaper format; the leader in providing high quality "Sales-Queries;" the leader in providing advertisers with more results and more reader response; the leader in ratio of conversion of inquiries to sales; the leader in fleet advertising tied in with sales department activity; the leader in providing mass coverage and penetration of the growing fleet truck and bus market.

"Fleet Management News," as TSN's successor, will continue this leadership on an accelerated basis.

The new IBM installation of the Stanley Publishing Company has been completed and the conversion to electronic data processing for circulation, reader and market research, sales analysis in the handling of "sales-queries," and reader inquiries, is in full operation.

"Fleet Management News" Services

While the basic editorial need filled by "Fleet Management News" is the same as over the past 16 years, the new expansions of services and editorial programs of industry dedication are being launched as outlined in the boxes below.

Future publishing plans for "Fleet Management News" call for an expansion of its basic and supplementary services to a greater segment of the growing truck and bus fleet market.

Because the editorial content of "Fleet Management News" is the common denominator of interest of all types of fleets, regardless of size... and the management men within those fleets, regardless of titles, "Fleet Management News" is truly the selling medium in the truck and bus fleet field.

"Fleet Management News" is the "fleet shopping center" that conserves the reader-buyers' time.

Plan now to run a dominant schedule in "Fleet Management News" in 1962... to most effectively tie-in your advertising effort with your company's selling effort.

Complete advertising details will be rushed to you by return mail. Write, wire or call us "collect."

Sales-Queries

Trademark Reg. U.S. Pat. Off. Applied For

"Fleet Management News" Sales-Queries are the inquiries which represent reader-action that make your advertising in "Fleet Management News" pay off.

"Fleet Management News" is the leader in the field of tying advertising to sales. "Fleet Management News" reader reaction means sales results for advertisers.

More Coverage, Penetration

The editorial content of "Fleet Management News" is the common denominator of interest of fleet buyers. It is non-restrictive. Only "Fleet Management News" provides mass coverage and penetration of the growing fleet market.

More Management Field Data

The new IBM electronic data processing installation just completed will enable "Fleet Management News" to step out in the procurement of more fleet data to guide its editors and assist advertisers and agencies.

Fleet Management Services

"Fleet Management News" editorial columns fulfill the basic need of fleet management for efficiency and economy. Supplementary services, soon to be announced, are now being instituted to complement existing services.

New "Grass Roots" Fleet Help

The fleet market comprises many strong vertical markets. Doing a strong marketing job in local areas adds up to national marketing and sales strength. "Fleet Management News" will embark on supplementary activity on a local "grass roots" basis.

The Fleet Market is Big and Growing

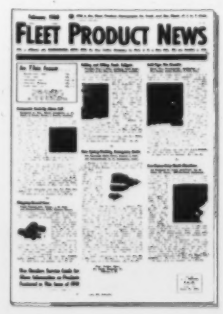
The fleet market is growing rapidly. There are 12,000,000 units on the highways today... there will be over 20,000,000 by the early 1970's. Today there are over 70,000 fleets of 10 units and more (sell them through "Fleet Management News") . . . and over 200,000 fleets of 5 to 9 units (only "Fleet Product News" concentrates on this market).

"Fleet Management News" and FPN cover 120,000 Fleets

Selling the fleet markets through "Fleet Management News" and Fleet Product News individually gives advertisers the most for their investment in selling to 120,000 different fleets.

Fleet Product News Serves 5 to 9 Unit Market

Now in its fourth year, FPN is the only publication concentrating in the growing 5 to 9 unit market. Currently, some 60,000 of the 200,000 fleets are covered. Circulation will be increased as rapidly as possible.



STANLEY PUBLISHING COMPANY

431 South Dearborn St., Chicago 5, Ill. • Phone: 922-0636

"Fleet Management News" is affiliated with Fleet Product News, Jobber Product News & Jobber News, Jobber Product News Show Daily, Fleeet Management Directory & Buyer's Guide, and JPN Directory and Buyer's Guide.

Offices in other cities: NEW YORK • PHILADELPHIA • DETROIT • CLEVELAND • TULSA • LOS ANGELES • SAN FRANCISCO

Arch Names Shaw-Hagues

Arch Laboratories, a division of Lewis Howe Drug Co., St. Louis, has named Shaw-Hagues, Chicago, to handle advertising. Arch will enter the ethical drug market with Dicarbosil, a new non-prescription antacid preparation.

Mullen Adds Clark

J. R. Clark Co., Spring Park, Minn., has appointed Mullen & Associates, Minneapolis, to handle advertising for its line of Rid-Jid brand household products. John W. Forney Inc., Minneapolis, is the former agency of record.

BOSTON STATION SCHEDULES 16 COLOR PROGRAMS A DAY!

Station WHDH-TV has lined up a full schedule of live shows, feature films, and cartoons for the Fall Color TV season. Coast-to-coast, Color is the trend. Are you with it? Get the full Color story from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel.: CO 5-5900

Coin-Op Cleaning Industry Sees Volume Hitting $60,000,000 in 1962

(Continued from Page 3)

and dryers) a lucrative shot in the arm. Many laundries have already added dry cleaning units and others are expected to follow suit. The one-stop cleaning concept is an excellent attraction for consumers, and some of the larger companies like Norge, Westinghouse, Philco and Whirlpool are promoting this concept by financing and franchising coin-op laundry operators.

■ In addition to coin-op laundries and exclusive coin-op dry cleaning stores, manufacturers of the dry cleaners are looking toward such potential markets as filling stations, department store parking lots, hotels, apartment houses, motels and institutions.

Men in the industry admit that a huge educational job is needed to let consumers know about the new coin-op dry cleaners. Although some consumer advertising has been done to date, most of the promotional efforts have been directed toward potential investors who will plunk down their money for a building filled with coin operated washing and dry cleaning appliances. Following are the promotional tactics taken by the major companies in the field:

Norge Sets Up Villages

Norge division of Borg-Warner Corp. is generally credited with being the first major appliance manufacturer to develop and market a coin-operated dry cleaner. Norge got the jump on the industry when it brought out its first machines just a year ago, and the company has been taking full advantage of this development by extensive promotion of its dry cleaning machines and its Norge villages, which are stores containing banks of coin-operated washers, dryers and dry cleaners.

NORGE VILLAGE—*Norge is running this full color page ad promoting its laundry and dry cleaning villages in the October issue of McCall's and the November issue of Parents' Magazine.*

Jack Pettersen, Norge director of marketing, told ADVERTISING AGE that his company will invest more than $900,000 in advertising this year promoting its dry cleaners and villages. A dollar breakdown included $265,000 for national consumer ads; $215,000 for investor ads; $160,000 for merchandising materials and promotional kits for village owners; $80,000 for trade ads; and $200,000 for co-op ads with Norge distributors.

■ Norge launched its consumer effort for the coin-op machines and "villages" last April with a page ad in *Life*. Page ads also are scheduled in the October *McCall's*, the November *Parents' Magazine* and December *Good Housekeeping*.

The company climaxed several participations on "The Price Is Right" on NBC-TV Oct. 9 when it gave away a fully-equipped village.

In addition to the consumer push, Norge has been actively advertising for investors in Norge "villages." The company has been running monthly ads of various sizes in *Wall Street Journal*, and has used half-page ads in *Fortune*, *Kiwanis Magazine*, *Nation's Business*, *Rotarian*, *Time* and *U.S. News & World Report*.

Investors also were sought this year with two-color page ads in *American Dry Cleaner*, *American Laundry Digest*, *Automatic Launderer & Cleaner*, *Cleaning & Laundry Age*, *Coin-Op*, *Drycleaning World*, *Launder-Matic Age & Coin-Op Journal*, *Laundry Journal* and *National Cleaner*. Keyes, Madden & Jones, Chicago, is the Norge agency.

■ Norge estimates currently that it has a 50% to 75% share of market in the coin-operated dry cleaner field. The company markets its coin-op appliances through some 30 independent distributors, and it estimates that between 700 and 1,000 Norge villages are currently in operation.

Unlike some other manufacturers, Norge sells its dry cleaner machines in banks of eight, with the machines sharing a central filtration system. The bank of eight units costs about $15,000. An investor can open an average Norge village for about $40,000, and can obtain financing from Borg-Warner's B-W Acceptance Corp.

Whirlpool Aims at Investors

Whirlpool Corp., which reportedly is the world's largest manufacturer of home laundry appliances, started producing and mar-

(Continued on Page 82)

Warm Bodies or Active Readers?

Paragraph 7a can tell you

PUBLISHER'S STATEMENT
For 6 Month Period Ending
JUNE 1961

BPA
BUSINESS PUBLICATIONS AUDIT OF CIRCULATION, INC.
420 Lexington Avenue, New York 17, N. Y.
Established 1931

1. ELECTRONIC DESIGN — NAME OF PUBLICATION
2. Hayden Publishing Company, Inc. — PUBLISHING COMPANY
850 Third Avenue New York 22, New York — ADDRESS
3. None — OFFICIAL PUBLICATION OF
4. 1952 — ESTABLISHED 5. 26 — NUMBER OF ISSUES PER YEAR

Qualified Circulation is that circulation for which the mailing address, conformance to the Field Served and Recipient Qualification, and correct classification in Paragraph 9 are verified by auditable documentary evidence dated as shown in Paragraph 7a below.

6a. FIELD SERVED
ELECTRONIC DESIGN serves the electronic original equipment market defined as those United States companies manufacturing electronically actuated or controlled devices, component parts, or basic materials incorporated into electronic devices. Also included in the electronic original equipment market are electronic design consultants, independent laboratories and research organizations, military and government installations and laboratories, AEC and independent contractors engaged in electronic design and development.

6b. DEFINITION OF RECIPIENT QUALIFICATION

In order to qualify, the following two conditions must be met:

1. Recipients must function in the design and the development engineering of manufactured products.
2. Recipients must be employed by the companies or organizations described above.

7a. SOURCES OF QUALIFIED CIRCULATION FOR ISSUE OF June 21, 1961	QUALIFIED WITHIN 1 year	2 years	3 years	Total	Percent
1. Direct communications to publisher from qualified recipient or member of recipient's firm	-	-	-	-	-
2. Direct communications to publisher from qualified recipient on form approved by BPA requesting the publication	38,527	-	-	38,527	100.0%
3. Field reports obtained by independent field service organizations under contract to the publisher	-	-	-	-	-
4. Lists:					
a. Association rosters and directories	-	-	-	-	-
b. Wholesalers', manufacturers', jobbers' or distributors' customers and prospects	-	-	-	-	-
c. Licensees—federal, state or local government	-	-	-	-	-
5. Business directories printed and published	-	-	-	-	-
6. All other sources	-	-	-	-	-
Total Qualified Circulation of issue analyzed	38,527	-	-	38,527	100.0%
	100.0%	-	-	100.0%	100.0%

7b. AVERAGE TOTAL QUALIFIED CIRCULATION FOR THIS STATEMENT PERIOD 37,944

ELECTRONIC DESIGN JUNE 1961

ELECTRONIC DESIGN is the first and only BPA audited publication that is 100% individual request within current year.

Setting new standards for which its member publications can strive, BPA is for the first time auditing circulation for "request." This revolution in auditing helps assure the advertiser that *his message is being read!* Obviously, qualified individual request subscribers make the best prospects. They ask for the magazine. They read it!

Out of 508 BPA audited publications, *only* ELECTRONIC DESIGN is 100% individual request within one year! And what's more, we have been since 1954!

***Your Electronics Advertising Will Be Read in* ELECTRONIC DESIGN**

Fertile field for garden supplies advertisers

Use this BH&G specialized sales tool to hit pay dirt!
$1.25
Better Homes & Gardens
GARDEN IDEAS
Landscape for color, sun and shade
How to build a patio - pg. 35
Publ. est., 1962 issue: 135,000
Closes: December 15, 1961
On Sale: February 20, 1962

When you plant a new lawn, you pick precisely the right seed for soil, shade and sun conditions. And, to get *sales* growth from your advertising, you want to plant your messages where the best prospects are.

Better Homes and Gardens authoritative Garden Ideas Annual gives advertisers a *selective* medium for reaching and selling the best prospects for products ranging from garden tools to suntan oil. The families who pay $1.25 for this book expect—and *get*—page after page of practical, how-to-do-it, do-it-*now* gardening ideas.

The next BH&G Garden Ideas Annual closes Dec. 15. Be sure *your* advertising is in this book, where remarkably responsive readers will see and *act upon* your product story!

---

5 MORE BH&G IDEA ANNUALS THAT PINPOINT PARTICULAR AREAS OF HOME INTEREST

Publ. est., 1962 issue: 185,000
Closes: November 15, 1961
On Sale: January 18, 1962

Nearly half of the families who purchased the 1961 edition plan to build or buy a new home within the next two years. Prime prospects!

Publ. est., 1963 issue: 180,000
Closes: June 15, 1962
On Sale: August 21, 1962

An ideal book to advertise any product of interest to people who are actively interested in improving their homes.

Publ. est., 1963 issue: 475,000
Closes: July 16, 1962
On Sale: September 20, 1962

A comprehensive collection of practical decorating ideas. Reaches people who are seriously planning more livable surroundings.

Publ. est., 1962 issue: 600,000
Closes: August 15, 1962
On Sale: October 18, 1962

Reaches consumers who are eager for suggestions and ready to spend. Ideas galore on gifts, decorations and recipe ideas for Christmas.

Publ. est., 1963 issue: 225,000
Closes: October 15, 1962
On Sale: December 20, 1962

A proven way to reach people with an immediate interest in the many products needed to build, remodel or refurnish a kitchen.

Coin-Op Cleaning. . .

keting its coin-op dry cleaners last January after a year of testing an experimental model.

Whirlpool, which spent no money to advertise coin-op appliances in 1960, estimated that it will spend $350,000 this year to promote its coin-op machines. At the start, the company aimed its ads at professional dry cleaners, running half-page and page color and b&w ads in such trade publications as *American Dry Cleaner, American Laundry Digest, Cleaning & Laundry Age, Coin-Op, Drycleaning World, Laundry Journal* and *National Dry Cleaner.*

Later, Whirlpool turned its attention to private investors, employing ads in *Barron's* and the *Wall Street Journal* plus 62 newspapers in selected markets. The

WHIRLPOOL COIN-OPS—*Whirlpool Corp. has been running spreads like this one this fall in laundry and dry cleaning publications.*

coin-op ads were placed by Netedu Advertising, St. Joseph, Mich.

■ The company originally sold its coin-op dry cleaners only to professional laundry men, but later opened the doors to all investors. The machines are marketed by Whirlpool's commercial laundry & dry cleaning equipment division, headed by John Crouse, general manager. Whirlpool has a direct selling program for its coin-op machines, unlike some other manufacturers, which use distributors.

Whirlpool currently is developing a new program, which will offer financing of a variety of buildings to investors as well as a full range of coin-op laundry and dry cleaning equipment. Under its current program, Whirlpool will finance the equipment but not the buildings housing the equipment. The company plans to develop a one-stop laundry concept, similar to the Norge villages.

■ As opposed to Norge's plan of selling dry cleaners in banks of eight, Whirlpool sells a single, self-contained dry cleaner for about $2,500. Whirlpool predicted a huge growth for the coin-op appliance field, and forecast that laundry and dry cleaning villages will increase in size and number of services.

Westinghouse Will Use TV

Westinghouse Electric Corp., Mansfield, O., for years a giant in the coin operated laundry appliance field, went into full production on its coin-op dry cleaners just this summer.

Westinghouse introduced its new dry cleaner with an extensive four-month ad push in September. One-third, half-page and page ads are scheduled in such publications as *Barron's, Forbes, Fortune, Newsweek, Time, U.S. News & World Report* and *Wall Street Journal*, extolling the advantages of investing in coin-op Laundromat stores and announcing the new dry cleaners.

The company also has promoted its dry cleaners several times on its "Westinghouse Playhouse" tv show and plans to run commercials periodically. The company plans to spend about $1,000,000 on coin-op advertising this year, a 50% gain over 1960. McCann-Erickson, New York, is the agency.

■ The new dry cleaner is a twin unit with a single filter and sells for about $4,500 to $4,800. The dry cleaner and all other Westinghouse commercial Laundromat equipment is distributed by ALD Inc., Chicago.

Westinghouse has been selling the one-stop laundry and cleaning concept since its entrance some years ago in the coin-op appliance field. The company and ALD Inc. have franchised and helped establish more than 13,800 Laundromat coin-op laundries throughout the U.S. and Canada.

In addition to the Westinghouse ad effort, ALD Inc. will spend an estimated $600,000 this year on advertising aimed at attracting investors in Laundromat stores.

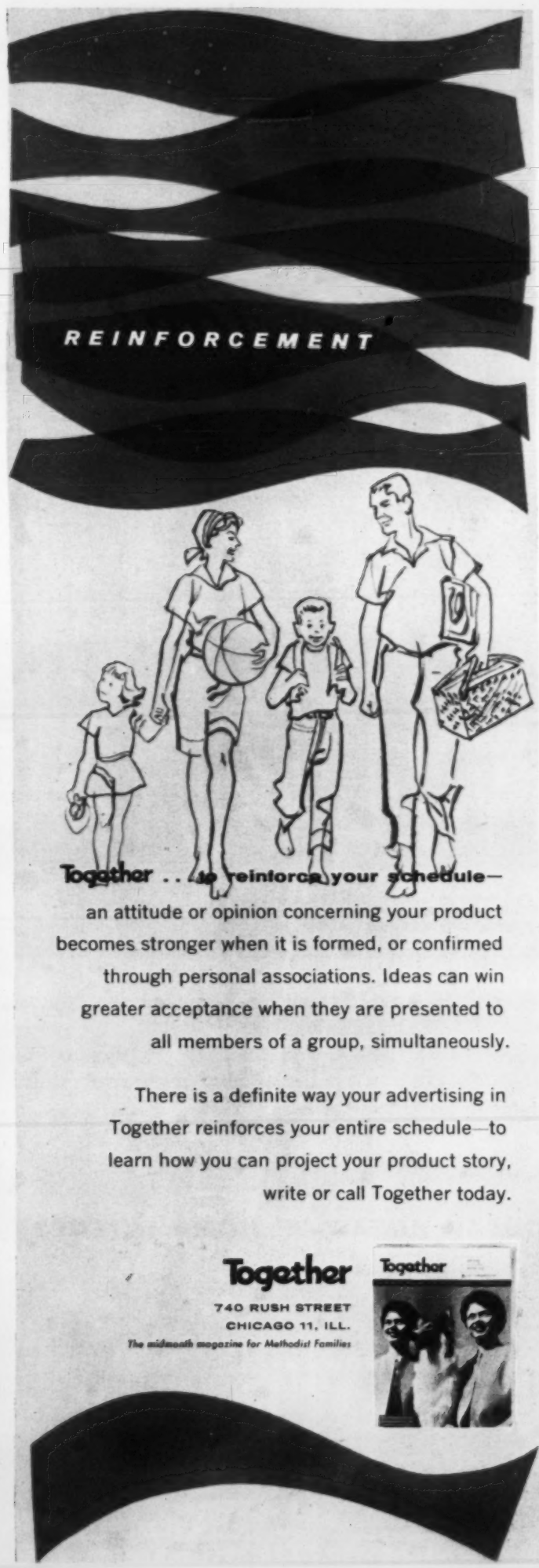
About $300,000 of ALD's money goes into small space business op-

BE YOUR OWN BOSS
Here is the ground floor opportunity you've been waiting for. Own your own coin-operated
Westinghouse Laundromat® laundry & drycleaning store
1
2
3
ALD, Inc.
YOU CAN BE SURE... of it's Westinghouse

LAUNDROMAT AD—*ALD Inc., distributor of Westinghouse's coin-operated laundry equipment, is promoting Westinghouse Laundromats with investor ads like this one in financial and laundry trade publications.*

portunity ads in such publications as *Barron's, Forbes, U.S. News & World Report* and *Wall Street Journal*. ALD this year also has been running page ads in *Vend* and six or seven of the leading publications in the laundry and dry cleaning field. Herbert Baker Advertising, Chicago, is the ALD agency. The remainder of ALD's promotional dollars will go into collateral materials and promo-

(Continued on Page 84)


REINFORCEMENT
Together . . . to reinforce your schedule—
an attitude or opinion concerning your product becomes stronger when it is formed, or confirmed through personal associations. Ideas can win greater acceptance when they are presented to all members of a group, simultaneously.
There is a definite way your advertising in Together reinforces your entire schedule—to learn how you can project your product story, write or call Together today.
Together
740 RUSH STREET
CHICAGO 11, ILL.
The midmonth magazine for Methodist Families
Together

KELO
THE BIG 5th
EL PASO, TEX.
Serves the Southwest
No pint-sized market, this! El Paso, big 5th city of Texas, serves 750,950 people in the southern New Mexico-West Texas-Old Mexico sunland . . . scores well within the nation's TOP FIFTY MARKETS. Thirsty for sales? El Paso Broadcasters provide 100-proof coverage of the market that serves Southwestern consumers . . . El Paso, Texas.
EL PASO BROADCASTERS:
KIZZ / KROD-TV / KROD
KSET / KTSM-TV / KTSM / XEJ-TV
XEJ / XELO
KELP-TV / KELP / KHEY

Advertisement

NEVER UNDERESTIMATE the knowledge of a woman. This one knows you can boost sales in the Sweet Vermont Market with just one order, one bill, one buy. The Vermont Allied Dailies, a 6-newspaper group, blankets the part of Vermont where 93.9% of the state's $652 million buying power originates. Get the whole story from: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

BUSINESS WEEK
Fifty cents
A McGraw-Hill Publication
How packaging sells a product
Page 106
Below: Prime Minister Macmillan's dilemma—how to take Britain into the Common Market without wrecking the Commonwealth [Business Abroad]

Never

You can't plunk down fifty cents on a newsstand and pick up a copy of Business Week.

Nor can you send your subscription check and receive it through the mail—*unless* your job, title, and responsibility qualify you. If you're not a *management man*, your chances are pretty slim.

The 380,000 subscribers to Business Week constitute the largest *selected* management audience in publishing. They have been screened, identified, and accepted for their ability to *use* Business Week's contents.

They don't "pick it up with the evening paper." They don't read it for amusement or business gossip. They *need* the news of Business Week. They *use* it for business or personal profit. They rely on it to help guide daily decisions.

Where are these subscribers?

For instance, there are 63,629 of them in this country's 500 largest industrial corporations.

There are 15,919 more in America's 50 largest banks, 50 largest utilities, 50 largest life insurance companies, 50 largest merchandising firms, 50 largest transportation companies.

Over 23% of Business Week's subscribers are presidents, owners, or partners of their business. And almost all the others are directly concerned with management of their companies.

These are the people who are reading and *using* Business Week's pages. These are the people who will respond to your advertising in Business Week.

Not one of them plunked down fifty cents on a newsstand to get his copy. But these are the men who are plunking down *millions* in business and industrial purchases.

The fact is: there are thousands of products and services which *cannot* be sold unless you know these men. *And unless they know you.*

1960
HAMMOND E. CHICAGO
Lake County, Ind.
A.B.C. City Zone FOOD SALES:
$89,574,000.
Source: Sales Mgt.

reach this West Half of the Nation's 50th LARGEST Standard Metropolitan Area through the

LOCAL SALES IMPACT
of
THE HAMMOND TIMES
represented by
Burke, Kuipers & Mahoney, Inc.

Coin-Op Cleaning. . .

tional kits for Laundromat stores.

ALD, a consistent advertiser for some years, invested about the same amount of money in advertising last year as it will in 1961.

Speed Queen Launches Unit

Speed Queen, Ripon, Wis., a division of McGraw-Edison Co., unveiled its first coin-op dry cleaner at the laundry and cleaners' regional show in Cleveland earlier this month. The new appliance, which can handle two separate loads at the same time, has a 20-minute cleaning cycle, which Speed Queen claims is much faster than any coin-op dry cleaner now on the market. (It was estimated that the average coin-op dry cleaner now takes from 45 minutes to one hour to finish a load.)

The price of the new Speed Queen unit is about $6,825. The company predicted that the machine, because of its compact size (36 sq. ft.), would be much more acceptable to existing laundry stores which might want to add dry cleaner units than the larger dry cleaners made by other manufacturers.

■ Speed Queen is promoting the new dry cleaner with spreads in the September and November issues of *American Dry Cleaner, American Laundry Digest, Automatic Launderer & Cleaner, Cleaning & Laundry Age, Coin-Op, Dry Cleaning World, Launder-Matic Age,* and *Laundry & Dry Cleaning Journal.* The ads are aimed at professional launderers and dry cleaners and play up the profit benefits of the new unit. Geer-Murray Inc., Oshkosh, Wis., is Speed Queen's agency.

Earlier in the year, the company promoted its coin-op equipment to prospective investors with small space ads in *Business Week, True* and *Wall Street Journal,* and such fraternal books as *Columbia, Elks, Lion* and *Rotarian,* but has discontinued this program in favor of pushing the new dry cleaners.

■ Speed Queen markets its coin-op appliances through some 50 independent distributors. The company is one of the largest suppliers of equipment to coin-op laundries, and claims that it sells more coin-op washing machines than any other company.

The company estimates that more than 10,000 coin-op stores are using its equipment. Many of the stores carry the name of Speed Wash laundries, but Speed Queen has done little in the way of promoting the Speed Wash name.

WESTINGHOUSE DRYCLEANER—*Westinghouse Electric Corp. has been running ads like this one in news and financial publications this fall.*

Philco Ponders Print and TV

Philco Corp., Philadelphia, launched a new ad campaign for its new Philco-Bendix Sunshine Center franchise program with 38 two-color pages in the October issue of *Coin-Op.* The company plans to establish a nationally-identified chain of Sunshine Centers throughout the U.S. in the next five years. The centers will offer the consumer full laundry and dry cleaning services.

Ad plans are now being discussed for an extensive program in publications such as *Life, Newsweek, The Saturday Evening Post* and *Time,* aimed at obtaining consumer acceptance of the Sunshine Centers and attracting investors for the stores. Backing up the national push will be local newspapers, radio and tv, and there "is the possibility of regional or full network radio and tv sponsorship for Sunshine Centers, but no final decision has been made in this area," Philco said. Batten, Barton, Durstine & Osborn, New York, is the agency.

■ Sunshine Center franchises will be sold as a complete package, including the building, the products and the promotion. All centers will be uniform in architecture and color; even the equipment will be in color.

Franchises will be sold through the company's distributor organization. Philco's coin-op equipment is distributed through a network of some 40 independent commercial laundry distributors. The company currently manufactures two dry cleaners—one regular and one deluxe; a 50 lb. dryer, and two coin-op automatic washers.

Bendix, which was acquired by

"TALES OF WELLS FARGO" JOINS THE RANKS OF COLOR TV

Last year's black-and-white hit moves up to color TV. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900

EXCITE

Esquire
THE MAGAZINE FOR MEN
William Styron on the Beverly Aadland Story
Greatest Pro Quarterbacks of All Time
How Janet Travell Treats Aching Backs
Birth of the American Sports Car
The Underground Humor of Dick Gregory
U.C.L.A.: The College as a Country Club
Henry Miller: Stand Still Like the Hummingbird
Last night I read the Nov. Esquire and today I inherited four million dollars

ESQ

SUNSHINE CENTERS—*These are pages two and three of a 38-page ad which Philco Corp. is running in the October issue of Coin-Op, promoting its new Sunshine Center franchise program.*

Philco in 1956, was one of the pioneers in the coin-op laundry appliance field, entering the business at the end of World War II. Bendix is believed to have opened the first attended coin-op laundries, and later the first unattended coin-op laundries.

■ Philco said, "Conservatively, the industry will open more than 5,000 stores a year, and these installations will average between $50,000 and $120,000 each for equipment alone. We fully expect to get our fair share of this booming market. And we know that our sales of coin-op washers, dryers and dry cleaners will represent a good percentage of consumer product division sales both in 1961 and 1962."

Clesco Bows in Consumer Ads

Clesco division of Tenax Corp., Cincinnati, which claims to be the first company to manufacture and market coin-op cleaners, plans to invest $750,000 in advertising over the next 12 months.

Its consumer ad schedule includes a color page in a November issue of *Life*, and a minimum of four insertions a year in *Good Housekeeping*, *Life*, *McCall's* and *Parents' Magazine*. Clesco also plans monthly ads in some seven business publications, among which are *American Dry Cleaner Digest*, *Cleaning & Laundry Age*, *Coin-Op Journal* and *Launder-Matic Age*. Metlis & Lebow Corp. is Clesco's agency.

Leon C. Hirsch, president of Tenax Corp., said the new machines are opening a vast new market for dry cleaning among people who couldn't afford much or any of it before.

■ "These families can get as much dry cleaning for $1.50 in the future as they could get now for $7," Mr. Hirsch said. "The women who are already patronizing the cleaners will feel they can throw a sweater or a small rug into their regular bundle and get this extra piece done free." He added that Clesco has a $2,000,000 backlog in orders for the Clesco dry cleaners, which sell for $10,000 each. #

Burke to Join Farley Manning

James E. Burke, director of the products division in the public relations department of Procter & Gamble Co., Cincinnati, will join Farley Manning Associates, New York, Nov. 15, as an account executive and head of the market counseling department. Mr. Burke joined P&G's advertising department in 1948.

St. Paul Dailies Boost Three

Wilbert H. Roth, retail ad manager of the *St. Paul Dispatch* and *Pioneer-Press*, has been promoted to assistant advertising director. The newspapers also promoted John F. Lewis to retail ad manager and Robert C. Momsen to manager of general advertising.

Smith Buys Crow Publications

C. C. Crow Publications, Portland, Ore., has been purchased by Robert E. Smith, formerly publisher of *Crow's Lumber Digest*, from Albert Tewksbury for a price reported "in excess of $50,000." In addition to *Lumber Digest*, Crow publishes "Plywood" and "Lumber" newsletters and other industry reports. Mr. Smith succeeds Mr. Tewksbury as president and becomes editor in chief. Hal Mayhew, formerly editor, becomes publisher and vp. J. S. Mills will continue as advertising manager.

WAVE-TV gives you 28.8% more SMOKERS

—and they puff literally 28.8% more cigarettes, cigars and pipe tobaccos!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

MENT

UIRE

"Hey Joe. You like my seester?"

Excitement in ESQUIRE is diversity! A kaleidoscopic exploration of all the provocative worlds that stimulate today's alert man.

Like this:

India: The New Bombay
...The stark and vivid contrast of the pleasure-bent "High Society" on the hills and the struggling, steaming millions in the population-glutted streets.

Sports: The Maximum Quarterback
...He's got to be an incredible combination of superhuman man and extrahuman machine just to survive. More than that to be a star.

Fashion: America Eyes the British Look
...Unmistakable in accent, subtle of touch: the newest direction in men's fashion brings the virile elegance of London's Savile Row to Main Street, U. S. A.

Automotive: The American Sports Car Comes of Age
...Snarling with power, Chevrolet's Corvette is ready to challenge the champions.

Humor: A Dozen of the Best
...The twist that starts a chuckle; the nudge erupting into laughter; the rollicking madness of the world's funniest cartoons.

This is excitement and diversity...the monthly reading ferment that makes ESQUIRE the best-rounded quality magazine in America. By a country mile.

THE HEALTHIEST (**AND HOTTEST**) GROWING CIRCLE IN PUBLISHING TODAY..... **Healthy?** You judge. Family Circle offers no circulation promotions. No subscription drives. In fact, no subscriptions. Copies sold one by one. In supermarkets. **Hot?** On fire. Circulation will average 7 million* for last quarter 1961. On rate base of 6 million. Bonus -- 1 million. **More proof?** Advertising linage and revenue up, too. Last quarter ad revenue 29% ahead of last year. 1961 biggest year in Family Circle history. **How come?** Editorial vitality. Editorial selectivity. Catering to homemakers only. Nothing but service content. Crammed with lively ideas on food, fashions, furnishings. That's the reason Family Circle has more single-copy circulation than any other woman's magazine. In fact, more than any other magazine...period. **Healthy news:** Family Circle's cost per thousand still lowest of all women's magazines. **Make news:** There's room for your product in the glowing, growing circle. Call your Family Circle representative for action.

Family Circle

*Publisher's Estimate

FOR HOMEMAKERS ONLY

Advertising Age

Feature Section

CM Applauds Alyssa Approach

Smith Discusses Shoe Polish Design

Fritos vs. Prontos—Diamond Explains

Newcombs Treat Employe Report Contest

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Outwitting Mediocrity in Four Colors . . .

'How to Use Ingenuity Instead of Money in Creating Advertising' Is Set Forth by Wesley Aves

Small agency life is a strenuous one in which you must be not only ingeniously creative, but fast and versatile—as "an absolute necessity," Wesley Aves believes. And he has an arsenal of ingenious ads by small agencies to support the point—along with equally ingenious ads turned out by large agencies with the accent on creativity rather than lavish use of money. Mr. Aves displayed the collection on slide film at Advertising Age's fourth annual Summer Workshop on Creativity in Advertising. A large share of the ads, and what Mr. Aves had to say about them, are presented here.

A Featured Presentation
From the Fourth Annual
Summer Workshop on Creativity in Advertising
Sponsored by Advertising Age

By Wesley Aves
President, Wesley Aves Advertising, Grand Rapids, Mich.

This assignment grew out of a discussion with Sid Bernstein [AA editorial director] in which I made two statements about the agency business. The first was: That the much-publicized multi-million dollar agencies do not typify the business as a whole—even though they do get the most and the biggest headlines.

I claimed, too, that, in the smaller agencies, the creative "throughput," per dollar of income, of necessity must be greater than it is in the big shops and that, in these smaller shops, ingenuity must, naturally, make up for budget limitations.

Now, it seems, I have to be my own witness in defense of these allegations.

■ I'm sure you'll agree that we who labor in small agencies must habitually use brains instead of dollars to produce creative advertising. And, because we outnumber the multi-million dollar agencies by a majority of more than ten to one (only 11% of the 3,944 agencies in the country bill over $2 million), we are, *truly*, more representative of the agency business as a whole—despite the headlines.

In small agency life, two facts are dominant: Ideas must be developed, created and produced at a fast pace; and a high degree of versatility is an absolute necessity.

Per dollar of income, smaller agencies must produce more of everything—and for a kaleidoscopic variety of accounts.

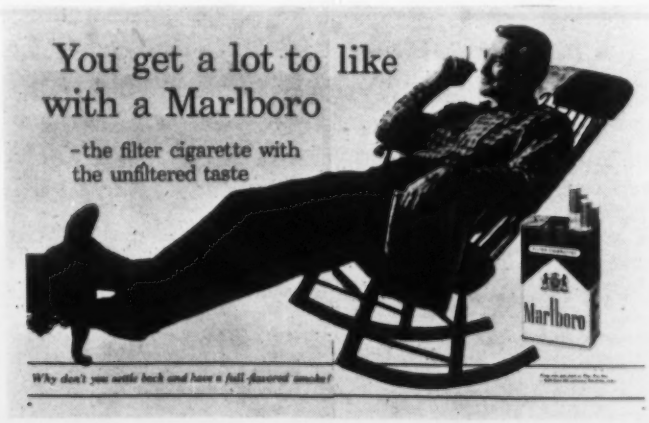
My definition of ingenuity, as I'll use it here, is: "When the creative effort obviously outweighs either the limitations or the permissiveness of the budget available." Or—when you use more brains than money!

Unfortunately, at all budget levels and from all sizes of agencies, much of the advertising to which the public is exposed falls into one of three categories: The dull, the ordinary, or the ostentatious—which seems to say, "See what a lot of money we had to spend." Unhappily, only a small percentage reflects a fresh or genuinely creative approach. Let me show you what I mean, with these ads . . .

1—In my initial browsing, I also checked an issue of The Saturday Evening Post. As usual, it was loaded with ads that reflect what seems to be the most urgent problem of some creative teams: "Where shall we photograph it next?"

2—Although liquor advertisers have a particular and peculiar set of problems, it's hard to believe the solution requires quite so much ostentation as this. Talk about empathy! I hadn't realized that so many Post readers live in art galleries and have their nightcaps served by butlers!

3—But there was wonderful contrast—and relief—in this straight-shooting Gulf ad. It's a brilliant and workmanlike combination of illustration and headline—which says, "Even this much extra carbon can cause engine trouble." Could anything be simpler? Or stronger? Or more ingenious?


You get a lot to like with a Marlboro
-the filter cigarette with the unfiltered taste
Marlboro
Why don't you settle back and have a full-flavored smoke?

4—Here's an example from the world's largest small agency—Leo Burnett. It's an obvious reflection of Mr. Burnett's motivation, as he expressed it in a speech not long ago. He said, "We like to make advertising . . . we think the people we're trying to reach can like advertising and advertisers." Unless you're a competitor, I think you'll have to agree you've had a lot to like in Marlboro advertising.

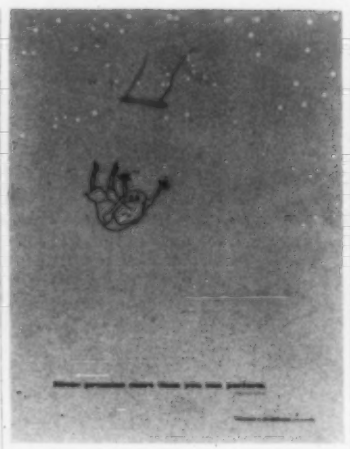
5—Also there was an ad from the classic series by Foote, Cone & Belding for Dial soap. To me, these ads exemplify practical ingenuity—a creative approach that outweighs financial considerations (even though photography costs were probably high).

6—So much for the preliminaries. I hope I've made my point on the paucity of ingenuity among advertising of all types. Believe me, in my brief research, the dull and the ordinary were overwhelming . . . and, with unfortunate frequency, they seemed to reflect the substitution of money for creativity.

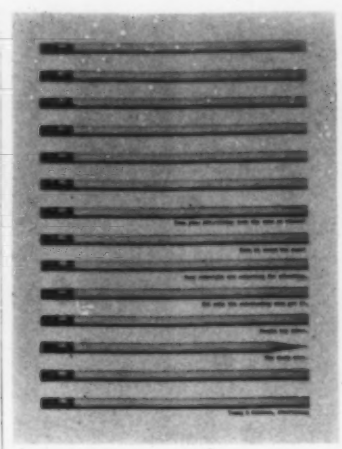
Obviously, however, many of our leading agencies do—consistently—exhibit extremely high standards of creativity and ingenuity. Their work provides a magnificent reservoir of inspiration—that creative people in the small agencies can and should draw from habitually. Notice, I said "draw from"—not copy!

Let's take a look at a couple of examples . . . *[on the next page]*

7—*If there is any truth in my implication that the smaller the budget the greater the application of ingenuity, perhaps the point is strengthened by big agency house advertising or their other low budget activities—like this ad for Marion Harper's Black Angus beef cattle.*

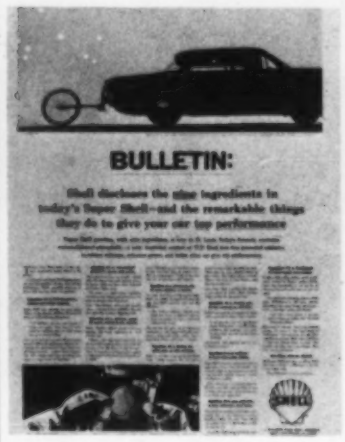


8—*Young & Rubicam have done a superb job of presenting their philosophy with telling imagination and ingenuity. Many of their ads, like this, are compelling one-liners—worthy of Joey Bishop. Here, the little man is falling from the trapeze and the copy says, "Never promise more than you can perform." Simple, direct and ingenious!*



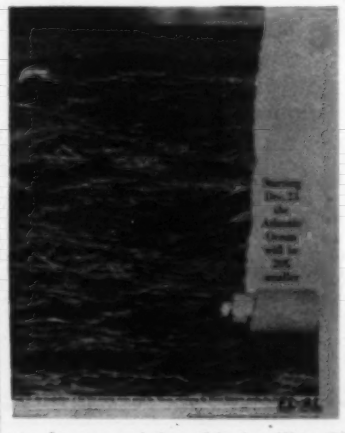
9—*And, in my opinion, this pencil ad hit an all-time high. Here, the ingenuity is, literally, pointed. Obviously the cost of art and production were minimal. But the ad pays off beautifully. The copy says: "Does your advertising look the same as others? Does it sound the same? Many campaigns are competing for attention. But only the outstanding ones get it. People buy ideas. The sharp ones." And that's where the pointed pencil is. It's an outstanding demonstration of low budget ingenuity in advertising.*

10—*Despite my implications, I honestly believe far more ingenuity is displayed in today's advertising than was common 10 or 15 years ago. Undoubtedly the growth of competition has stimulated the increase—but with a big assist from David Ogilvy. The era of ingenuity, in contrast to blatant contrivance, seems to have been initiated by the introduction of Mr. Ogilvy's famous Hathaway campaign . . . with copy that is unfailingly urbane, persuasive and believable—and which can serve as a model.*

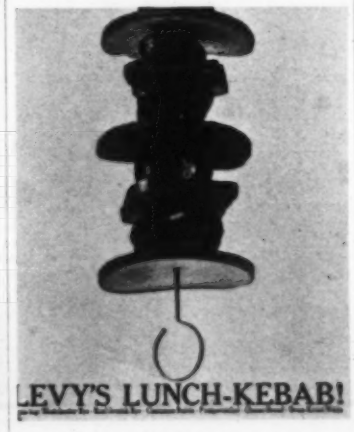


11—*This controversial Shell campaign shows how powerful good narrative copy can be. All research indicated that nobody wanted to read about gasoline. The sheer weight of the campaign couldn't help but pay off, perhaps, but as Starch reports have already indicated, these ads are well read. It looks as though Mr. Ogilvy's critics may have to eat some crow. (I hope someone will save me a leg!) . . .*

12—*Here's a sample from an agency whose work gives me a special thrill. It's from Doyle Dane Bernbach . . . Perhaps I like this ad particularly well because I haven't yet found a client who was willing to use such a strong negative headline. And the copy pays off quickly: "This Volkswagen missed the boat. The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it. Inspector Kurt Kroner did." And, of course, it goes on to talk about Volkswagen's quality control.*



13—*In my opinion this familiar El Al Airlines ad is another all-time masterpiece. It delivers its message in a flash . . . And what a brilliant example it is of production ingenuity—using brains instead of money. Undoubtedly that's a stock photo! More importantly, though, the illustration demonstrates how clearly a thought can be conveyed when that thought is freed from any considerations of such status factors as fine art, four colors or outspending competition.*



14—*And as another example of DDB's work, here is a poster that typifies their campaign for Levy's bread. As most of you may know, this campaign is based on small b&w newspaper ads, using this technique of illustration. For those of you who may not know it and can't see it, this lunch-kebab shows a slice of each type of bread that Levy makes. It's dramatic, striking, interesting—not in the least self-conscious or stuffy, nor is it like other bakers' advertising. And the creative effort far outweighs budget considerations!*

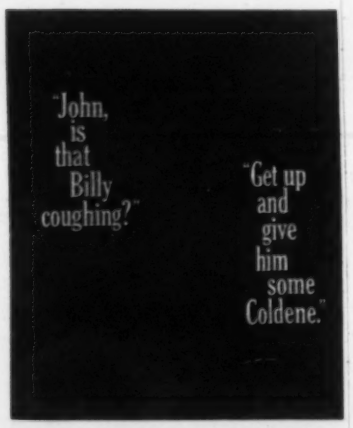
15—Now, I have a few specific case histories. However, there's one thing I'd like to make clear. I certainly don't intend to imply that this is a comprehensive representation of ingenious advertising. There's a lot more around.

It's just a personal and quite random choice of advertising in which various forms of ingenuity are displayed.

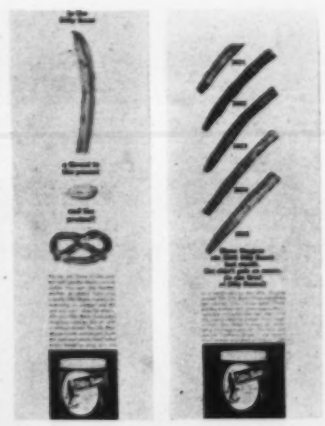
Most of the following case histories were born in modest-to-small agencies and some go to the very bottom of the barrel in budget size. But they are all examples of ingenuity in advertising that has worked exceptionally well.

I think, too, they substantiate also the principle that "a good ad is an ad which fits its subject."

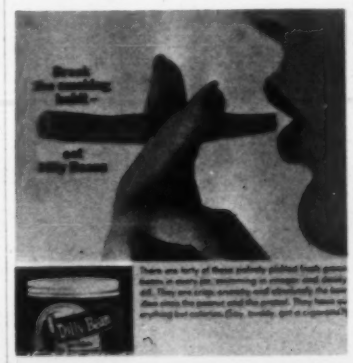
16—*This Coldene campaign is from Papert, Koenig, Lois, another agency where creativity isn't henpecked by money. It demonstrates that human interest and good taste are not necessarily synonymous with weakness. To me, this ad illustrates ingenuity in low cost illustration, which like the Young & Rubicam one-liner, pays off in a hurry. The line under the tablet says "Coldene—the modest cold tablet." And the sub-head pays off immediately—with the wonderful line: "All it does is make you feel good."*



17—*And for utter simplicity how can you beat this companion ad—which you undoubtedly saw on billboards and in newspapers. Ingenious? You bet it is! Visually it has a tremendous wallop and it makes its point briskly and in very human terms. But just think what would have happened had they taken the ordinary approach and tried to illustrate the bedroom scene!*



18—*Here is another unusual series by the same agency. Diane Shugrue of the agency said: "Dilly Beans was instituted by two young school teachers with hardly any money in their bank books. The problem was how to get the sophisticated New Yorkers to buy something brand new on the food market. Solution—three ads in The New Yorker. The first one is headlined, "Is the Dilly Bean a threat to the peanut and the pretzel?"*



19—*Miss Shugrue says that Dilly Beans are now going national—barely keeping up with demand. Certainly, in the Coldene and Dilly Bean campaigns, it would have been easy to fall into the trap of mediocrity. Not only did Papert, Koenig, Lois avoid this trap, but, with equal success, they also avoided the snare of being different just for difference's sake. Both series tell their stories competently and clearly—with a great deal of ingenuity in theme and illustration which certainly substitutes brains for production costs.*

20—*Earle Ludgin & Co. is the agency for this Yellow Pages campaign. The account came to Ludgin in 1959. Hugh Wells and Lawrence Arnold of the agency developed a radio jingle theme "Who, what, where, you'll find it there—in the Yellow Pages." In spring, 1960, more coverage and visual presentation Pages emblem were needed. The ideal supplementary medium, Ludgin felt, would be a saturation use of outdoor spectaculars. But space and production costs were too high for the budget. They couldn't afford the essential coverage and frequency. So they dreamed up this idea—twin 24-sheet panels used as a unit spectacular. Another creative idea solved the problem of bringing the message areas close—and providing visual unity. Through the use of snipes, the white strips down the inside ends, the joining device extends into the margins of each board. Cost of snipes: 25¢ per pair of boards. Because of this application of low-cost ingenuity, the client got a saturation showing of better-than-usual spectaculars at budget prices.*

LOST – Sensible advertising rates in magazines. Mislaid in the vicinity of Numbers Game or Circulation Race.
Worried Advertiser

WILL THE LADY who drove up in the Bentley and left only 35¢ for her October Good Housekeeping please come back with the other 15¢? Everybody knows the price went to 50¢ and the magazine was still a sellout.
Newsdealer

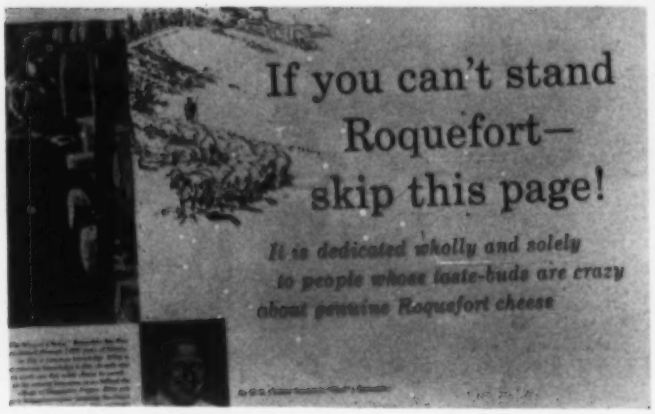
FOUND – Sensible rates for the advertiser when the reader who gets more, pays more. No adv. rate increases from Feb. '61 through June '62.
Good Housekeeping

NOTICE

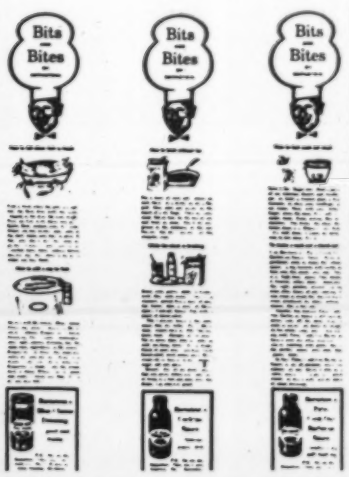
21—*David Bascom of Guild, Bascom & Bonfigli said: "Skippy needed some extra advertising support in certain markets. A contest was suggested but contests offering everything, from Fort Knox to the entire New York Stock Exchange, have become so commonplace that we despaired of having our advertising stand out. So we offered a prize of a single peanut. Returns to date have happily flabbergasted agency and client." It takes courage and ingenuity to defy a trend and to offer a ridiculous prize. And it takes skill to avoid seeming silly. The agency lives up to the ingenuity it promised in its ads, keeps production costs down—and gives the client more for his money.*

22—*This Bohn series was prepared by Sudler & Hennessey, New York. Copy was by Richard Eskilson and layouts by Herb Lubalin. The agency calls "Brain Child" a classic. It has been re-run and re-run by the client for well over a year. Its strong, simple visual device (the glasses on the machine); its classically simple layout; and, probably, most of all, its memorable headline "Brain Child," which is so much a part of the product story, have all added up to a highly productive advertisement. Perhaps [this] indicates that ingenuity needn't be wildly dramatic—it pays off best when it is sighted accurately on target and handled with discipline.*

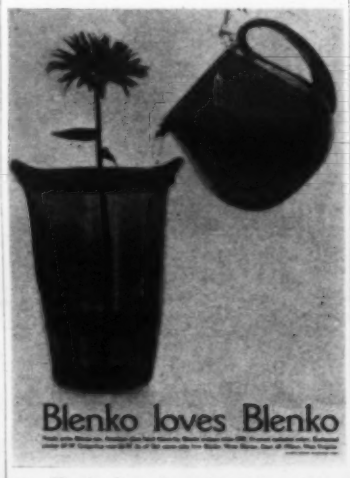
23—*Hal Stebbins has long been one of my favorite creative people. In this copy for Bernstein's salad dressings Mr. Stebbins uses a first-person narrative style to carry the reader along as only a good story-teller can. The copy opens up with "My mother said she'd never forget the day Father mixed his first cocktail sauce. It happened way back in 1906 when Mama and Papa ran a delicatessen in Mount Vernon, New York." You know it's going to be a good story and it doesn't let you down as it goes on to tell how the first cocktail sauce was developed and other sauces were added. Visually the ad combines a slightly nostalgic touch in the caligraphic ornaments.*


If you can't stand
Roquefort—
skip this page!
It is dedicated wholly and solely
to people whose taste-buds are crazy
about genuine Roquefort cheese

24—*Here's one that really separates the sheep from the goats. In my opinion this is headline ingenuity which chooses its audience sharply and firmly. The head and sub-head say "If you can't stand Roquefort, skip this page! It is dedicated wholly and solely to people whose taste-buds are crazy about genuine Roquefort cheese." [A later ad—same headline and art—] tells a story. It begins 2,000 years ago with a French shepherd boy who left his lunch cheese in a cave and came back several weeks later to find that it had become Roquefort! Mr. Stebbins also developed a series of one column ads for this campaign. Here's what he has to say about it . . .*



25—*"Many advertisers would be inclined to get more frequency with smaller space units. In such a highly competitive field as salad dressings, we felt it would take heroic measures to really dent the big chains and supers." I would not presume to imply that all of us can write copy like Hal Stebbins. But to me this series demonstrates that a story well told, and polished with the touch of ingenuity, will win many more friends—and make more sales—than does mediocrity in four colors.*



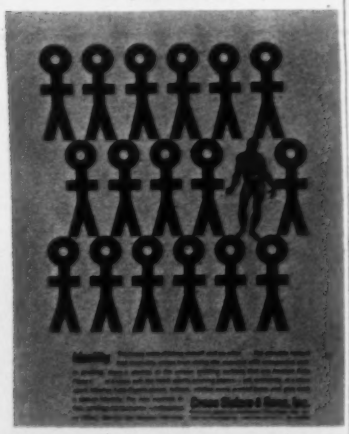
26—*Hockaday Associates is a New York agency which has been described as "hot." Here is some typically creative work that Miss Hockaday sent me. In this instance, color is a necessity because color is an integral part of the product. Blenko has specialized in American hand-blown glass for 65 years. The company handled glassware reproduction for Williamsburg and, for years, everything was rosy. About two years ago imports knocked the bottom out of Blenko's business. They came to Hockaday for help—with not much money to fight back. Miss Hockaday says: "We looked for a visual way to say 'Blenko is different.' This is the ad that resulted. The pitcher woos the vase—Blenko loves Blenko . . . that good name not once but twice."*

27—*The first ad (26) appeared last fall in The New Yorker, home fashions section of the New York Times and a couple of shelter books. The response was unheard of in company history. Some 10,000 stores took on the line. Such overwhelming response may have been the inspiration for the confident headline of the above follow-up ad: "Love for Blenko is here to stay." Note that the sense of action is created here without resorting to a stereotyped situation or to the usual "in use" setting. Any distractions are eliminated and the product gets full play. And this ingenuity paid tremendous dividends at the cash register . . .*

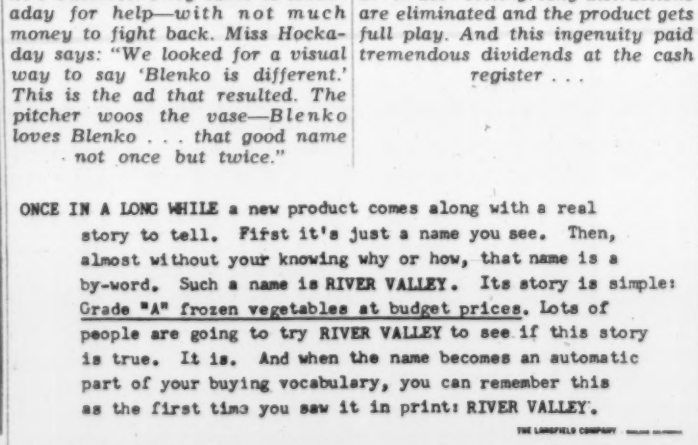
THE LIGHTER SIDE By Old Kent Bank

28—*Those of you in small cities—away from the best sources—know that getting outstanding photographs at modest cost can present a real problem. In this campaign, for a local bank, we decided to seek out unusual pictures first, and then write the copy around the thoughts they inspired—instead of trying to find a photograph to illustrate a pre-conceived idea. But our budget did not permit hiring top photographers in New York or Chicago, so we decided to try to get good shots that had been used before in limited ways. We researched dozens of publications. We found this photo in Western Advertising Annual. It was used by a Los Angeles furniture store (so there would be no possible conflict). We asked if we might purchase a print—and this resulted.*

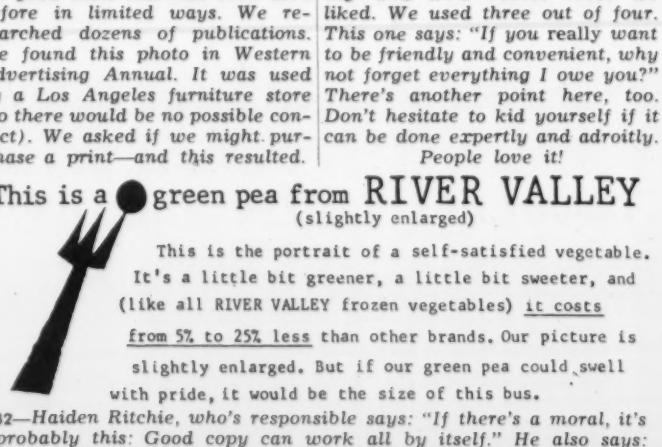
29—*Very few people can create cartoon situations or write the one-line quip as well as can the professionals who contribute to leading magazines. We've found that many of these professionals charge less than journeymen cartoonists in art studios. And their work is apt to be considerably more spontaneous and chuckle-provoking! To get best results, give the cartoonist plenty of rein. For this series, we merely asked Interlandi to draw some funny situations about banking—and we'd choose those we liked. We used three out of four. This one says: "If you really want to be friendly and convenient, why not forget everything I owe you?" There's another point here, too. Don't hesitate to kid yourself if it can be done expertly and adroitly. People love it!*



30—*Davis, Parsons & Strohmeier, a New York agency, had a new client with a limited budget. They went to the graduating classes of New York's leading art schools and presented to each the copy for each ad. From those submitted, they chose the best design and paid the artist his professional fee.*


ONCE IN A LONG WHILE a new product comes along with a real story to tell. First it's just a name you see. Then, almost without your knowing why or how, that name is a by-word. Such a name is RIVER VALLEY. Its story is simple: Grade "A" frozen vegetables at budget prices. Lots of people are going to try RIVER VALLEY to see if this story is true. It is. And when the name becomes an automatic part of your buying vocabulary, you can remember this as the first time you saw it in print: RIVER VALLEY.
THE LANGFELD COMPANY

31—*River Valley frozen vegetables are regionally distributed in Northern California. With a comparatively miniscule budget, it outsells several long-established national brands. Johnson & Lewis, San Francisco, is the agency. They started from scratch four years ago . . . with car cards. No money for art, type or any of the usual production necessities. So Johnson & Lewis did the whole job on an office typewriter. That's what you see here. Sales began to increase —so then they could add a little art, like the pea and fork in the next ad (32) . . .*


This is a green pea from RIVER VALLEY
(slightly enlarged)
This is the portrait of a self-satisfied vegetable. It's a little bit greener, a little bit sweeter, and (like all RIVER VALLEY frozen vegetables) it costs from 5% to 25% less than other brands. Our picture is slightly enlarged. But if our green pea could swell with pride, it would be the size of this bus.

32—*Haiden Ritchie, who's responsible says: "If there's a moral, it's probably this: Good copy can work all by itself." He also says: "Naturally, the campaign is extremely unpopular in typographic and art circles hereabouts!" Maybe so. The typewriter was first used for economy's sake. Now it's used to retain continuity and personality. And it proves that ingenuity, used appropriately, can outsell costly production. When the creative effort obviously outweighs either the limitations or the permissiveness of the budget—then three things happen: (1) The client gets more for his money, (2) the public gets better advertising and (3) the small advertiser can cope with big competition. #*

November 35 cents · The Magazine for Young Adults

REDBOOK

Charles Van Doren: Aftermath of a Scandal

Uproar Over the Modern Minister's Beliefs

Judy Garland & Noel Coward: A Lively Talk

Fiction Bonus: Irwin Shaw's Newest Story

...and inside, 71.7% more display advertising than a year ago —the biggest issue in our Young Adult life!

REDBOOK The Magazine for Young Adults. Circulation base 3,450,000. 230 Park Avenue, New York. MU 6-4600—and Chicago, Boston, Los Angeles, San Francisco. Another exciting publication of THE McCALL CORPORATION

On the Merchandising Front . . .

Consumer Goods Renting— A Fast-Growing Retail Service

By E. B. Weiss

When the giant Hertz Corp., leaders in auto-truck renting, announced early this fall the opening of three "rent-all" stores in Chicago, and declared that this was to be the forerunner of a nationwide chain, there was no longer room to doubt that consumer goods leasing or renting had jumped into a stage of *explosive* growth.

E. B. Weiss

The Hertz program contemplates both its own national chain of stores renting a wide variety of consumer goods, and the operation of franchised stores in smaller communities. This corporate giant obviously has the financial muscle to develop consumer goods renting to the stature of a truly big retail function. Indeed, it is entirely probable that, in time, the Hertz chain of car-renting stations will become part and parcel of the consumer goods renting operation—which means that this could become one of the great retail chains of the nation.

In addition, there are scores of other consumer goods renting services. One of the larger ones is United Rent-Alls Inc. of Lincoln, Neb., which has some 315 franchised rental stores in 46 states.

■ As a matter of fact, if autos are included, it is reckoned that perhaps three out of ten American families right now rent one or more items of consumer goods. The organizations that are operating in this field believe that this figure will soon become five families out of ten—and ultimately nine families out of ten.

Moreover, it is anticipated that the *variety of items* rented will increase *even faster* than the number of families renting consumer goods. Thus, this market is growing from both ends, so to speak.

As I have reported in this column during the past year or more, our major retailers are planning a vast acceleration of departments offering services. Sears has announced this as a specific new policy and program—Sears has stated that service departments offer mass retailers unique opportunity for dynamic expansion. Renting consumer goods is a service department. It therefore fits right into this retail trend.

■ It is entirely probable that all types of mass retailers, including the discount outlets, will take a new and open-minded look at the renting of consumer goods as a potential source of additional volume and additional profit. It may very well develop—and rather quickly—into the fastest-growing of the newer service departments and the one with the largest potentials for substantial dollar totals.

It is estimated that, in 1961, consumer renting hit a $100,000,000 annual pace. Projected figures indicate a billion-dollar potential within five years. There aren't many of the newer service departments with such a potential.

Naturally, a rapidly-growing rental market for a growing variety of consumer goods will compel new marketing strategy and tactics by many manufacturers. Consequently, it merits further exploration. Let's take a longer look at it:

The renting of consumer goods has, of course, been a retail service for many years. Fifty years ago, in the larger cities, there were a few retailers who rented formal evening clothes for men. For many years, bridal gowns have been rented. It is probable that the renting of autos was preceded a century ago by the renting of a surrey with a fringe on top—plus a team of spanking horses! Indeed, the renting of horses goes back centuries.

Slowly the scope of consumer goods renting services expanded. Then came Hertz and the idea of renting autos. Then came truck rentals. Most recently, it has become possible to rent airplanes.

■ Then small retailers opened up here and there offering a variety of consumer goods on a rental basis. One of the early services of this kind was the floor waxer. Then came little shops offering larger garden tools for rent. Women's fur coats became pretty popular as a rental item. So did color tv sets, pianos.

But it has been only for the last two or three years that some large retailers have begun to indicate an interest in the rental of consumer goods. And this interest by large retailers has stemmed, in turn, from a clearer understanding of the social and economic trends that have made it logical for more and more families to rent more and more of the total home inventory.

The rental market is clearly heading toward the objective of making available to the American family, on a rental basis, a *substantial percentage of the total home inventory!*

At the moment, the principal new rental items are being found in those products that involve a fairly substantial investment by the public, but which may be used rather infrequently during the year. Certain garden tools would be an example. In most areas of the nation, or in those areas in which our population is largest, garden tools are used for only part of the year. They thus become logical products for rental.

Much the same would be true of many items involved in vacation trips. For example, luggage of certain types is doing quite well as a rental category. Then there are those special events staged in the home. Home bridal events will call for the rental of an amazing variety of items ranging from candelabras to chinaware to carpets and rugs (a full dinner service for eight, including china, silverware, tableware and napkins, can be rented for about $9).

An interesting example of consumer goods rental potentials is found in the rapidly growing "second" home. More often than otherwise, the second home is a temporary abode—usually a summer home. It may be in use for only three to five months. As a consequence, it is entirely probable that a substantial percentage of the owners of second homes could be persuaded that it will be less costly, less troublesome, to rent more of the total inventory of the second home than might be the case with respect to the inventory of the primary home.

■ Why is the public increasingly willing to rent a wide variety of consumer goods? The reasons can be summed up as follows:

1. Some segments of the public are concluding that "possessions" are for the birds. They'd rather rent than possess.

2. Many people have concluded that it is "foolish" to tie up money in items that may be used for only a small part of the year.

3. Lack of funds, or lack of credit, or both, may be a common reason for renting. In other words, this may really be a new form of credit!

4. The growing multiplicity of products and services required in our modern society may compel many families to rent.

5. In many instances, the solid economics of rentals will encourage some families to rent rather than to buy. (A good factual story can be developed proving that rental charges will total less than the total cost of possessing certain items—clearly this has been one of the reasons for the phenomenal growth of car rentals.)

6. The increasing variety of activities of so many families practically compels rentals. When the members of one family have ambitions that encompass two autos, a boat, golfing, fishing, hunting—rentals become logical. (Boat rentals are becoming extremely popular.)

7. Storage or space problems in the home frequently necessitate rentals.

8. The trend toward two vacations a year (plus longer week-ends which are very often vacations) combine to make rental of certain consumer goods sensible.

9. Even the trend toward larger families plays an important role.

10. More leisure hours have brought about more leisure-time activities—many of these activities involve consumer goods which perhaps one would do better to rent. This might be particularly true of "new things" that families plan to test—when the man of the house, for example, decides he may take up wood-working as a hobby, then rental of power equipment might be in order while the new hobby is being tested.

11. Very often the purchase of a new home makes such a dent in the family budget that the home cannot be adequately furnished or equipped for a considerable time. Rentals may alleviate this problem—the home doesn't have to be "bare" or under-equipped.

These are by no means all of the factors that are combining to lead the public to give increasingly favorable consideration to the rental of a spreading variety of consumer goods and services. But they make clear that powerful socio-economic

The Creative Man's Corner . . .

The Perfect Complement

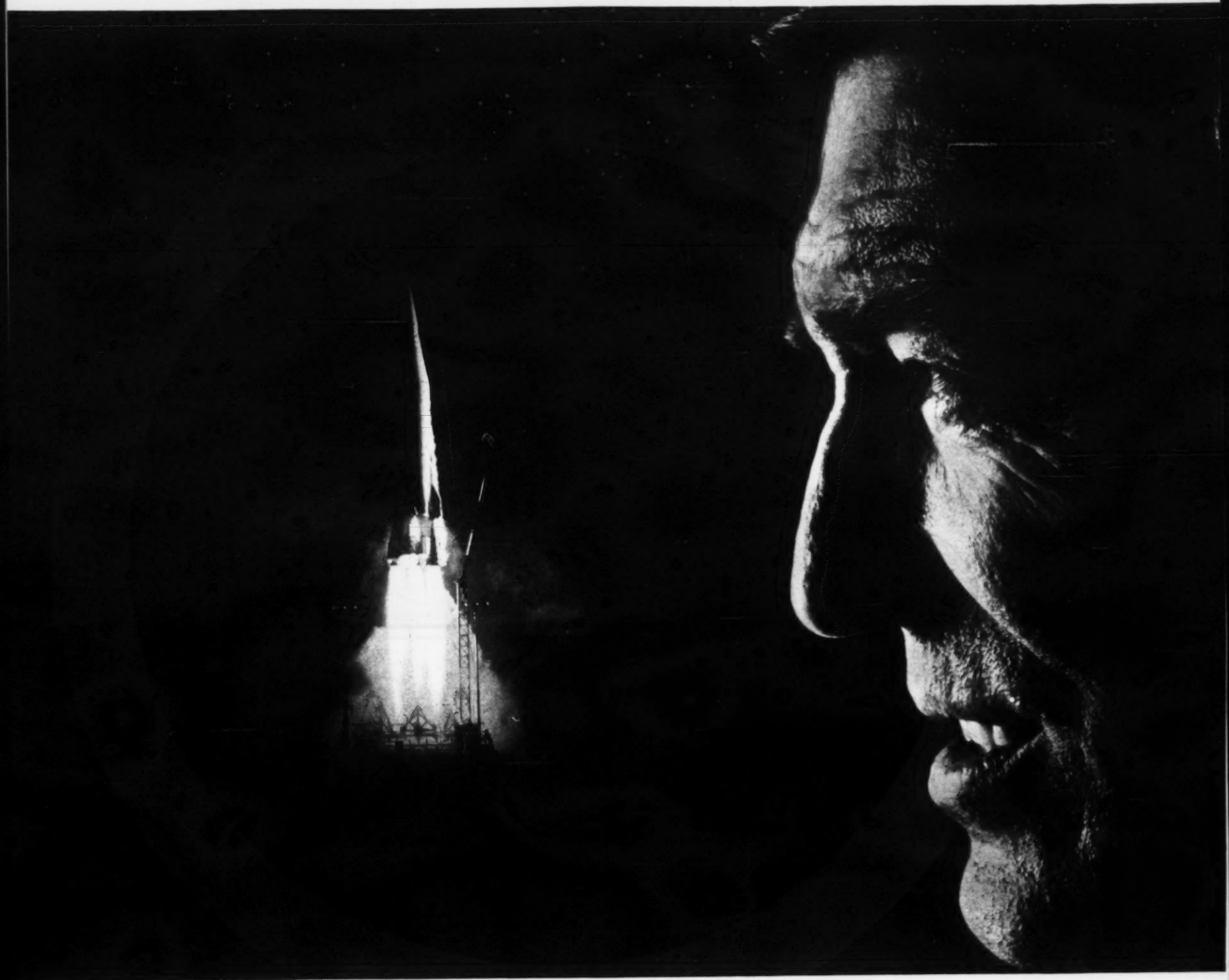
How many words does a pencil hold? To a little girl,
a yellow pencil is a great big bottle of words.
Can she ever get them all out? While little girls
grow bigger, pencils grow smaller—with every word
What happens if the pencil gets used up before
it gets all those important words out? Just ask
any little girl where the leftover words go.
In her head, of course.
ALYSSA

This is a wonderful piece of writing about a pencil and a little girl. It may be it is intended as a drama or a musical number or a song on television is intended—to attract an audience. There is no reason, for example, why in a print ad the illustration alone should have that responsibility placed on it. In fact, it hasn't. Headlines share it and certainly they are part of the copy, occasionally partaking of the commercial message of the text, sometimes completely off-subject.

In any event, if it is intended to help attract and hold an audience for the single line of copy below the signature, then it merits commendation since, as writing, it is well done. If, on the other hand, it is intended to "sell" the product, even through so tenuous an influence as the cultivation of a vague "good feeling," then we feel it is wide of the mark.

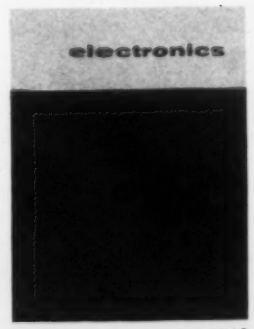
We hope the former is the reason for its use, for it is every bit as colorful and evocative as the illustration and complements it perfectly. #

If it interests this special engineering mind . . .



it's in electronics:

When you sell the electronics engineer, you make contact with a fast-moving, highly curious and constantly probing mind. A mind which never gets its fill of information. In a single day, the electronics man may face problems in research, design, production or management; he may work in any or all four areas. Only **electronics** has an editorial staff that constantly scours the nation and the globe to provide *authoritative* information in all four areas. That's why **electronics** readers are uniquely *loyal*. That's why these engineers form the major advertising and sales target for the nation's leading electronics manufacturers. Take a look at a recent issue and see!



ABP ABC **A McGRAW-HILL PUBLICATION,** 330 West 42nd Street, New York 36, N.Y.

1.12

forces are propelling big segments of the public in this direction—and these socio-economic forces are still gathering momentum. (Even resignation to despair over nuclear warfare may lead some families to conclude, "Why should we buy—let's rent.")

Mass retailers will move into the renting of consumer goods by:

A. Tying up with one or more of the franchise services now available. This could involve a leased-department operation.

B. Bringing together whatever rental services may now be operated by the retailers into one department—and then planning for the expansion of the department by the retailer himself.

C. Combinations of these two plans may be developed—in a giant store unit, the retailer may run the rental department himself; in a smaller store unit, the rental department might be a concession.

But whatever procedure is adopted—every sign of the time points to a vast expansion of consumer goods rental. Many manufacturers would do well to give the subject high-level thinking—promptly. #

On the Packaging Front . . .

If the Need Exists, the Solution Exists

By Douglas L. Smith

"Why don't you folks come out with a shoe polish?" is a question nearly all of us in my company had been asked many times over the years, and with good reason. It has always been a "natural" for our line.

Douglas L. Smith

About all we could say was, "We review the (shoe polish) possibilities from time to time and we may be 'in it' some day."

Well, now as 1961 nears a close we can look back quite retrospectively, having been in the market with a shoe polish line for nearly two years, and literally up to our shoulders "in it."

Now the question is asked, "How did you go about the business of designing your new shoe polish packages?" And again, the question is asked with good reason, because these packages represent a truly creative achievement, culminating more than three years of research, development and planning, and brought to the product category the first major improvement in many, many years.

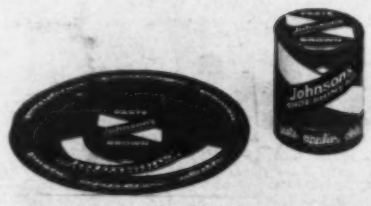
■ *(At this juncture I should explain, first, that this "creative achievement" was an internal one and a team one, in which our own people explored many ideas, and the writer observed a host of attempts to find a "new way to shine shoes."*

(Second, I should explain that ordinarily I would not want to use this column to extol one of my own company's products, but do so today only because I have so often been asked how we developed these shoe polish packages, and I believe the story is pertinent to the purpose of this column in reporting on developments in packaging.)

It was in 1956 that, I remember, in a meeting of New Products, Marketing and Research people that we all agreed (in an appraisal of the shoe polish market) that existing products did a good job of shining and polishing shoes, and that new opportunities must surely lie in the "applicator" area—a new, easier, cleaner, faster way to shine shoes. (Harking back to one of my favorite points in this column, thus we determined *first*, "what we wanted the package to do.")

In the three basic areas—that is, the liquid scuff-type for children's shoes, the liquid self-shining for ladies, and the paste-type most often used by men—our people went to work. And at once it became apparent that two research and development programs must be conducted simultaneously—one for the liquids and another for the paste.

In looking back now, we see how we ran the gamut of ideas from simple, marginal improvements to complex, drastic innovations. Until finally, after three years, we had the packages ready to test.



SOLUTION—*S. C. Johnson's shoe polish package designs: (top) new liquid, single unit container-applier for women's-children's shoes; (center) for men, complete shoe shine kit in a can; (bottom) at left, kit as it looked as a lithographed flat tin, before it was formed into the can, at right.*

Our basic objective was achieved—with (1) a new and better applier advantage for the user, and (2) all in a complete self-contained unit.

In the illustration, the ladies' self-shining product, and the man's paste, are evidence of the two separate projects we had to pursue—and each represented a unique and specific break-through. The *liquid*, as you will note, made it possible to give the ladies and kids a foolproof, even-flowing, single-effort application; and the *paste* made it possible for the man to literally have a complete shoe shine kit in the palm of his hand!

■ Each of these involved a creative piece of packaging engineering that appears simple to the lay observer now. But, in dissecting the closure and applier end of the liquid type for the ladies, you will see the minute tolerances that are involved. And in the paste type for men, besides the convenience angle, another "first" was scored (note the picture) by finding a supplier who worked out with us a way to lithograph the can *first* on a flat piece of tin and then forming the can into shape and yet have the label come out "right" in perspective and still be intact.

Not long ago, on a trade call with one of our sales managers, a buyer sat across the desk from me and in complimenting us on our contributions to the shoe polish business, said as he handled the packages, "You know, these container-applier developments in your shoe polish prove something. And that is, *if the need exists, the solution exists.* It just takes some energy, some talent and a lot of dedication to find it!" How truly he spoke.

Significantly, one of the most interesting results from a packaging innovation such as this is its effect in building the entire shoe polish market—by making the product easier to use and even in a marketing sense, easier to buy with the merchandising approach that was developed.

Today after thorough trying and testing, in home and store, and a proven record of acceptance across the land, supported by sound promotion, these packages are proving that the way to better packaging—and better products—stems from consumer "needs." It *all* starts with the consumer. #

Agencies Ask Us . . .

Agencies Must Stop Trying To Make Bricks Without Straw

By Kenneth Groesbeck
Advertising Agency Consultant

More and more questions fired at me, these days, concern agency finance. "We are working hard, we do a good job, our business is increasing, but still we come to the end of the year barely breaking even, or showing an actual loss. My partners and I take far less than we could make working for some big shop, and still our sacrifices get us nowhere. What in the world is the matter?"

Kenneth Groesbeck

Almost invariably the answer is, "You are not charging enough for your services. You are trying to make bricks without straw."

What agencies seem to forget is that labor constitutes from 60% to 70% of agency operation costs. Said labor costs from 30% to 50% more than it used to in the old days when the 15% agency commission system was inaugurated. It has to. With food, rent, clothing, necessities costing so much more (or, if you want to put it this way, the dollar being now worth half as much), higher salaries are a "must."

Largely as a result of this the cost of running an advertising agency today is at least 20% in relation to billings. To handle a million dollars billing, whether you figure it as total space and time and production or as capitalized fees, costs no less than $200,000 a year. If your income is still on the antiquated 15% basis, your loss is $50,000 a year. No agency can stand that long. The discrepancy, percentage-wise, may be even greater in the case of lower billings.

So when I tell a suffering agency to put aside its theoretical 3% profit first, and spend only the remaining 12% on operations, I am advising a financial impossibility. Only if the agency is grossing at least 20% is this advice worth giving, at which time the profit (now 4% to preserve the same proportions) can be realistically discussed. Otherwise you are discussing something which simply doesn't exist.

Two questions immediately arise. First, does this mean the abolition or modification of the 15% system? Second, how do you go about getting 20%?

Let us look at the commission system as if it were non-existent, and about to be inaugurated. How much discount (which is what it is) can media afford to allow advertising agencies for "representing" them? What will the agency do? What do you mean by "representation?"

In the light of present conditions, agencies add to easily obtained rate and circulation information their own interpretations, their own judgment as to one *method* against another, and, *within* the chosen method, one availability against another.

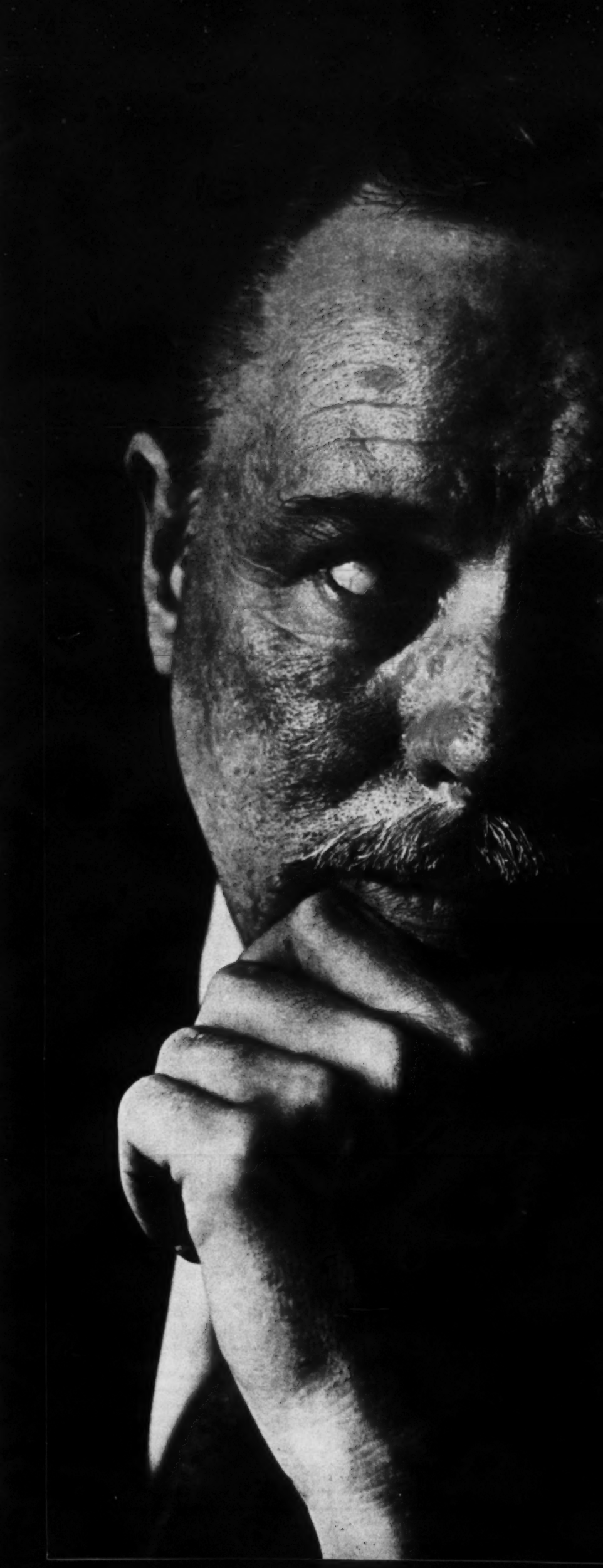
■ Agencies add little to what media make easily available to the advertiser. This is a very different situation from that which prevailed in the infancy of the agency business. For what we do for media, these days, a 15% discount from prices available to the advertiser direct, would seem to be ample. Certainly we cannot ask media to solve our problems for us by increasing their commissions given us. They have their own problems of rising costs, just as we have. So far as the 15% is concerned, let it continue, and let both the advertiser and the agency be thankful for it.

No, our solution lies only in getting more for our services. *We must increase our gross incomes.* We must raise our prices, as any business must do in the face of rising costs, so that income takes care of proper costs, and allows a reasonable profit. We must either operate on a straight retainer basis, charging fees for our services, crediting our allowances from media against such fees to the client, or we must *supplement* our revenue from commissions by additional charges.

You understand here I am talking about an agency operation which aims to give the client all the advertiser should expect to receive in the way of advice, expert advertising creation, basic research, and all the rest. I am well aware of the many operations within our business which do placement only, calling themselves advertising agencies when they really do not deserve such appelations. This is no criticism of such operations—if the advertiser elects to write his own copy and run on his own judgment, this is his privilege. It's a free country.

■ Agencies which plan to do a complete and proper job for advertisers who trust them, however, must adopt a completely new attitude. They must start in to sell themselves for what they are, experts capable of decreasing the advertiser's costs and increasing his results. For this immensely valuable service, they must ask sufficient remuneration to meet their costs and show them a decent profit. If they do not start in doing this, they will either short-change the advertiser or themselves lose money. It's just that simple.

The background procedure which is essential to set up this new way of economic life is a cost system made up of four essentials. One, correct figuring of probable



watch the women go BUY!

The retailer's the guy who watches women go buy. Day after day, he sees the results of his advertising investment.

In Portland, he places most of his advertising budget in The Oregonian. He knows from experience that The Oregonian is the market-wide medium that tells the most, sells the most. That's why last year's Oregonian retail linage was the highest in history—the highest in 110 years!

the Oregonian

PORTLAND, OREGON

Growing Medium in One of America's Growingest Markets.

Represented Nationally by Moloney, Regan & Schmitt, Inc.

overhead. Two, proper estimation of salaries for the necessary people, of the right ability, in the correct numbers. Three, take-home pay for the bosses which bears some reasonable resemblance to what they could earn in the open market. Four, enough year-end profit to increase working capital and give all personnel a share of the gravy.

Such calculations will tell you what you must charge as a base, although you must remain sufficiently flexible to modify even this base as jobs vary in difficulty, time consumption, and complexity.

When you go out into the open market and try to sell such a proposition, you encounter two difficulties. One is the client who thinks agencies get more than they are worth anyhow. The other is the competing shop which underbids you.

To combat these two difficulties, you need facts as to your expenses, which should convince the advertiser if he is worth convincing. You also need guts, and the strength to refuse any work on which you cannot make money. Worth while advertisers will respect you the more for demanding what you are worth. And brother, unless you do, you are in for trouble. #

What's Doing on the Legal Front . . .

A Family of Trademarks

By Sidney A. Diamond
Member of the New York Bar

An important element in the value of any trademark is how close a competitor can come to it without over-stepping legal bounds. One well-recognized way of expanding this exclusive coverage is to create a family of trademarks. A current example of how the principle operates is the success of the Frito Co. in its legal proceeding to stop the registration of "Prontos" as a trademark for corn chips.

Sidney A. Diamond

The Frito Co. has been marketing corn chips under the trademark "Fritos" since the early 1930s. In later years, cheese puffs and potato chips were added to the line, and the trademarks chosen for them were "Chee-Tos" and "Ta-Tos." These brands obviously resemble one another in the "tos" ending. In addition, however, the Frito Co. constantly makes clear on the packages and in advertising that this is a family resemblance. The bags for "Chee-Tos" cheese puffs carry references to "Fritos"; and the "Ta-Tos" bag refers to both "Fritos" and "Chee-Tos." Some $6,000,000 in advertising during the period from 1955 through 1959 featured "Chee-Tos" and "Ta-Tos" together with "Fritos" in radio, television, consumer magazines, trade journals, outdoor signs, point-of-sale material and exhibits. Incidentally, the Frito Co. operates 21 factories of its own and also has several licensees, although they account for a minor proportion of the business. Total sales amounted to approximately 355,000,000 bags in 1958 and 386,000,000 bags in 1959 (the most recent years covered by the evidence presented in the legal proceeding).

■ Buckeye Foods Inc. is another producer of snack items. In 1958, it introduced corn chips under the trademark "Prontos" and applied for a registration in the U.S. Patent Office. The Frito Co. filed a notice of opposition and the proceeding came up for decision by the Trademark Trial and Appeal Board, a three-member tribunal that handles cases of this sort in the Patent Office. The opinion of the board states the issue clearly:

> "It is opposer's (the Frito Co.'s) contention that it has established a family of marks characterized by the designation 'TOS' and that the purchasing public would therefore assume that 'PRONTOS' is another trademark of the opposer for one of its snack items."

The manner in which the Frito Co. presented its case is of some interest in itself. Naturally, it introduced evidence of sales and advertising as indicated above. In an effort to show the attitude of the purchasing public, the Frito Co. also had a consumer reaction test conducted in Columbus, O. and took the depositions of five retail grocers and 17 housewives in Dallas, Tex.

The consumer reaction test ran into some technical legal difficulties with the Trademark Trial and Appeal Board. Instead of using a questionnaire designed to "elicit from the interviewee an untriggered reaction, a state of mind" (which the board indicated might have been acceptable), the interviewers were instructed to ask "Why" questions and to probe for answers. There is nothing necessarily wrong with this method as a matter of market survey technique, but it produces results that are hearsay from the viewpoint of legal evidence and therefore are not entitled to consideration in a judicial proceeding. Furthermore, the board felt from examining the answers that many of the respondents had completely misunderstood the questions.

■ There is a small lesson here for anyone interested in using surveys in similar situations in the future; the misunderstandings obviously resulted from the use of the word "trademark" in the questions. Many of the respondents took this word to mean the entire package, including the price imprint. While some of the design features might qualify as trademarks in themselves, the word "trademark" still was an unfortunate choice in constructing this particular questionnaire, because the respondents were supposed to be concentrating on a comparison only between the brand names "Fritos" and "Prontos" without any reference to other aspects of the package. Some of the respondents later were called as witnesses, but about all they were able to contribute was that the trademarks "Fritos" and "Prontos" both end in "tos"—"a fact that," as the Trademark Trial and Appeal Board's opinion drily put it, "is apparent to this tribunal."

The evidence of the grocers and housewives in Dallas proved more useful, however. These individuals apparently were selected at random (using that term in its non-technical sense). None of them had been questioned in advance of testifying and the board evidently was impressed with the fact that it was thus getting some unbiased reactions from actual dealers and consumers, although only a few individuals were called and no attempt was made to qualify them as a representative sample.

■ The five retail grocers testified that they would think any snack item bearing a trademark ending in "tos" originated with the Frito Co. because the "tos" ending always has been associated with that company. The board pointed out that this did not necessarily extend to the ultimate purchaser, and that it was not exceptionally persuasive even with respect to the trade because there was no evidence of what fraction of retail grocers makes the association between the "tos" ending and the Frito Co. However, the board found the evidence was "to some degree persuasive."

■ As for the 17 housewives, they testified with substantial unanimity that they were familiar wih all three of the Frito Co.'s trademarks. They were asked questions of this type: "If you were going into the grocery where you trade and buy the 'PRONTOS' bag, who would you believe made that product?" Almost unanimously they responded that they would think "Prontos" were made by the same company that made "Fritos," "Chee-Tos" and "Ta-Tos," because of the "tos" ending that also appears in "Prontos." Some actual answers to "Why" questions were: "Well, 'FRITOS' and 'CHEE-TOS,' and the 'PRONTOS' would go right in with it"; "Well, because all of their other chips and things end in 'TOS' "; "If it ended in 'TOS,' I would assume the Frito Co. made it."

One final point in the presentation was evidence to the effect that no other manufacturer of snack items uses a trademark ending in "tos."

The opinion indicates the main argument of Buckeye Products was that its trademark resulted from adding an "s" to the Spanish word "pronto" and that consumers would tend to recognize this fact rather than to make an association with the "tos" marks of the Frito Co. Although it is possible that some purchasers would have this reaction, all that the opposing party in a case of this sort has to prove is a likelihood of confusion, not that every consumer would be misled. The board pointed out that there had been no showing that the Spanish word "pronto" can be pluralized or that it is general practice in the trade to use pluralized forms of trademarks. All this tends to increase the possibility that a purchaser confronted with a bag marked "Prontos" would think it contained a product of the same company that uses the trademarks "Fritos," "Chee-Tos" and "Ta-Tos."

■ One paragraph of the board's opinion is worth quoting in full because it summarizes the key points which led to a decision in favor of the Frito Co. (referred to by the board as "opposer"):

> "There can be no doubt that opposer has, after its success with 'FRITOS' corn chips, made a deliberate and consistent effort to create a family of marks characterized by . . . tos . . . That opposer has not succeeded in getting consumer recognition thereof in Columbus, O., is apparent from the record but the preponderance of the evidence discloses that at least in Dallas, Tex., opposer's efforts have been successful and that consumers of snack items do associate a family of marks ending in . . . tos . . . with opposer."

Accordingly, the application for the registration of "Prontos" was denied. #

Employe Communications . . .

Results of Employe Reports Contest

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

In a recent column, "Trends in Reporting to Employes" (AA, Aug. 21), we reported on our current competition to determine the best annual reports for employes issued by industry and business, the eighth such annual contest sponsored by "The Score," this department's management report on employer-employe relations problems.

Winner of this year's competition was Mountain States Telephone & Telegraph Co., Denver. In close step behind the winner were Du Pont, Bank of America, Pitney-Bowes and Northern Indiana Public Service Co.

Five judges made the year's evaluations: Carl C. Harrington, editor, *Mill & Factory;* M. Joseph Dooher, editor of industrial and business books, McGraw-Hill Book Co.; Earl English, dean, University of Missouri school of journalism; Eugene M. Ettenberg, manager, the Gallery Press, New York; and Nicholas A. George, employe and public relations vice president, Brunswick Corp.

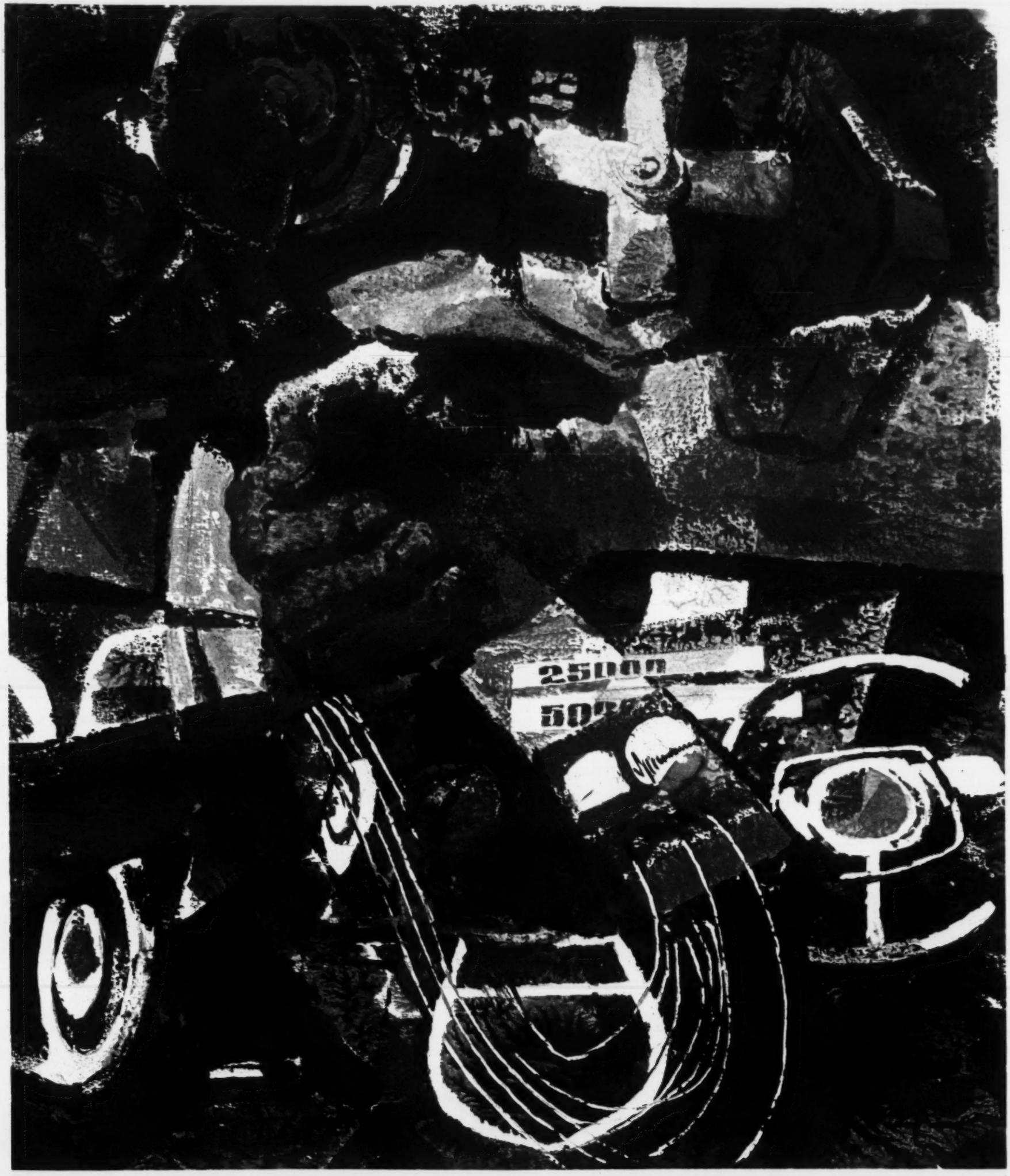
■ Trends noted by the judges this year included: More original reports for employes, fewer condensations of stockholder reports; wider use of the specially produced report rather than the use of a section of an employe publication; greater use of slidefilms for employe reporting; more forthright editorial messages for employes from upper management, and a tendency to make the stockholder report more available to interested employes.

In general, the larger companies issue employe reports, but the judges observed that several small concerns are now publishing these yearly statements of stewardship—Hexcel Products Inc., of Berkeley, Cal., for example, placed sixth; the company employs 350 persons. Several concerns now issue interim reports to employes. Plant bulletin boards and in-plant newsletters are being used to report the financial facts.

Other high scorers in the 1961 contest included Lever Bros., S. D. Warren Co., State Farm Insurance Companies, Abbott Laboratories, General Telephone Co. of California, Michigan Bell Telephone Co., Nekoosa-Edwards Paper Co., and Utah Power & Light Co. Reports from foreign countries included General Electric Co. of Canada, Hawaiian Electric Co., and Associated Cement Companies of Bombay, India.

■ Mountain States reports to its employes in a variety of communications styles—a special report to the employe group; through the stockholder report broadly edited to appeal to employes as well as shareholders, and through small "wallet cards" which give the essential facts of the financial year. For several years Mountain States produced each year a moving picture in color to convey to employes the year's progress. The report program is under the supervision of the Mountain States public relations director, Andrew Horan.

Since the contest was launched, there have been two two-time winners—Pitney-Bowes and Aluminum Co. of America. Other winners have included General Motors Corp., Shell Oil Co., Bank of America, Esso Standard Oil Co. and Erie Railroad. #



More highways, more speed, more and more automobiles needing maintenance and repair—a huge and growing market for the automotive service industry. To sell it, you must know which service outlets actually do automotive repair work in volume. **MOTOR AGE**, one of 20 Chilton business magazines, seeks out and helps you sell the men who do over 90% of the industry's volume. **CHILTON COMPANY**, Chestnut & 56th Sts., Philadelphia 39, Pa.

Altman-Stoller Changes Name

Altman-Stoller Advertising, New York, has changed its name to Altman, Stoller, Chalk Advertising. The new name in the title belongs to Howard W. Chalk, exec vp, who has been with the agency seven years.

DAYTIME COLOR TELECASTS ALMOST TRIPLED

Daytime Color programming has mushroomed from 306 hours in 1959 to 815 in 1961. No wonder the big switch is to Color TV. Are you with it? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900

VW's Lee Hits Hard Sell as Key to Ad Field's Ills

NEW YORK, Oct. 24—What does an advertising manager do?

Paul R. Lee, who holds that title at Volkswagen, said last week: "I spend most of my time convincing people they should keep their cotton-picking hands off the advertising."

Speaking to the Marketing Executives Club of New York, Mr. Lee discussed the success of the German "beetle" in the American compact car market and took occasion to criticize so-called hard-sell and black-is-white advertising, saying, "Most of advertising's ills are created in the name of hard-sell advertising.

"There is an automobile manufacturer who is currently advertising that his car is so well made that when it comes time for your 2,000-mile inspection, all you'll have to do is wash the car.

"As a man who spent nine years selling and advertising all kinds of cars [Mr. Lee was formerly with Campbell-Ewald, the Chevrolet agency], I say to that advertised statement, 'You should live so long.'

■ "Another advertiser during the past year has had a campaign for his hair dye. The basic theme for this campaign is the insinuation that life will be more fun for the ladies if they dye their hair blonde. The veiled promises and insinuations are utterly fantastic. If it ever catches on, the market on sex will jump 15 points. And sex is in a bull market right now.

"And yet this type of advertising is produced by people who make speeches about honesty in advertising," he said. [While not naming the advertisers, he was apparently referring to current advertising by Ford, placed through J. Walter Thompson Co., and Lady Clairol, placed through Foote, Cone & Belding.]

Mr. Lee said clients and agencies don't start out to do anything but honest, effective advertising, but "bad advertising begins when someone gets diverted from his original plan.

"It is very difficult for a sales manager to say, 'Keep doing the same advertising' when his inventories are high and his competitors are kicking his brains out. It is very difficult for an advertising agency to argue with the client who makes unreasonable demands of his advertising.

"It is very difficult for creative people to make advertising for clients, and for account men, who want them to somehow persuade people that black is white."

■ Happily, this is not the situation with Volkswagen, which expects to sell 200,000 cars this year, Mr. Lee continued. In 1949, two Volkswagens were sold here.

Volkswagen's U.S. success, he said, came at a lucky time, when the world was ready for "sensible, economic" transportation. Volkswagen recognized that good dealerships were as important as the car itself. There are 630 dealers in this country, and 16 distributors who operate, for practical purposes, like branch offices.

The German car was an outstanding U.S. success long before it started national advertising. The decision to advertise was prompted by the burgeoning compact car market which gave buyers "desirable alternatives" to the VW.

Mr. Lee agreed with the belief that Volkswagen ads are good because of enlightened management, a good agency and a good product. "Incidentally," he told his audience, "it may do your agency hearts good to know that I have never heard it said that we have good advertising because we have a good advertising manager."

■ Mr. Lee said "simple, honest and functional" ads in keeping with the product, motivated VW promotion. Referring to Doyle Dane Bernbach, Mr. Lee said that "from the viewpoint of raw material, I don't think they have an edge over most agencies. They certainly have no corner on creative talent.

"But they do provide the climate within which creative talent can grow."

Mr. Lee said he was originally opposed to VW's now famous "lemon" ad. But it was decided to test the ad, "the only ad we've ever copy-tested," and the results were "fantastic, so I agreed to it." #

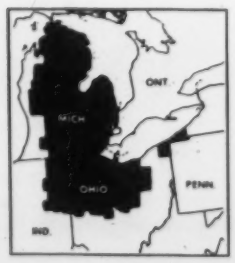
POLITZOMANIA STRIKES AGAIN!

. . . and again and again and again! Each time another fact is uncovered in the 1961 WJR-Politz Study, politzomania* strikes deeper and deeper into advertising people and places. Even media vice presidents and advertising directors now fall helpless before politzomania.

The latest politzomania-causing fact reported from the field by WJR sales reps is the impact WJR news has on its listeners. The 1961 WJR-Politz Study reveals WJR as the number one choice for news by more than a million adults in the Detroit-Great Lakes Area. To be more specific, more than 1,132,000 people age 15 and older named WJR best for news. And 175 stations were mentioned in the 100-county four-state area of the study.

Please understand, then, our reps' enthusiasm as they apply this new kind of radio research to your specific advertising objectives. Well-armed with *all* the facts from the 1961 WJR-Politz Study, our sales reps will help you pinpoint logical prospects for your products. These prospects are profiled according to age, sex, socio-economic status, home ownership, radio listening habits, and many other helpful characteristics.

As this data passes into your hands, anticipate politzomania. Don't fight it. So far, no one has been immune.



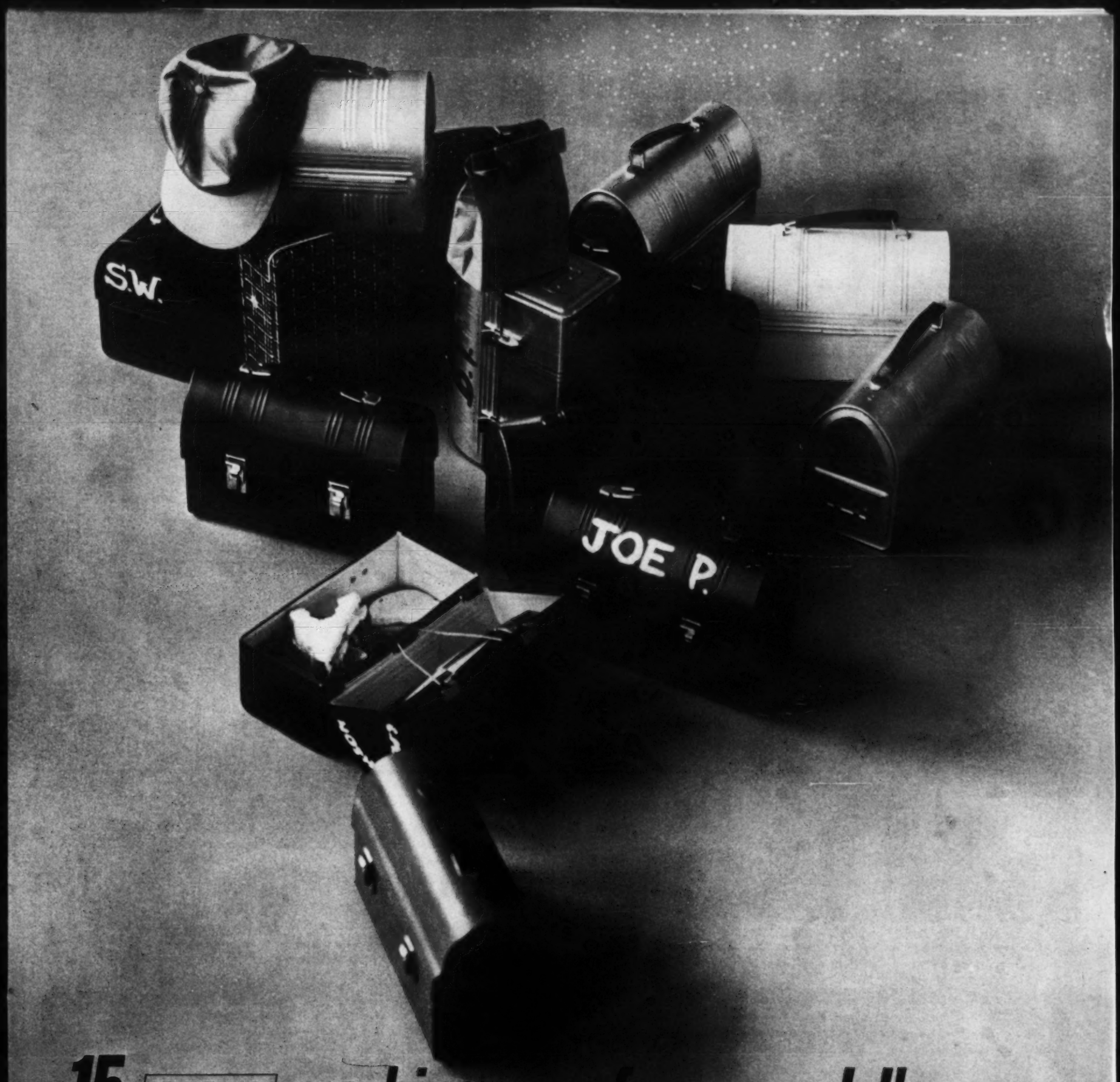
The measured area of the Alfred Politz media study released September, 1961. This area includes 6,801,000 people—age 15 and older.

WJR DETROIT
760 KC 50,000 WATTS
Represented by Henry I. Christal Co., U. S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco

po•lit•zo•ma•ni•a—*newly discovered advertising affliction. Highly contagious. Identified by uninhibited displays of enthusiasm. Always found in WJR sales reps who have 1961 WJR-Politz Study in hand. Time-buyers and ad managers particularly susceptible. Wipes out sales resistance. Appears in flashes of marketing insight. Only known remedy: Sign the order!*

Advertisement

MEDIA MISS KNOWS that Vermont's balanced economy: ⅓ industry, ⅓ agriculture, ⅓ recreation, makes it a Sweet Market. With just one order, one bill, one buy, you can boost sales here with the Vermont Allied Dailies, a 6-newspaper group which covers the part of Vermont where 93.9% of the state's $652 million buying power originates. Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures)



15 more working men for every dollar

ANOTHER PLUS FOR YOU IN CHICAGO'S TOP TWO

You can buy 530 Chicago working men for a dollar with the Chicago Sun-Times / Daily News combination. The next best combination gives you only 515. Difference: *a plus of 15* wage earners for every ad dollar with the "Top Two" combination.

You *could* dig for Chicago's working men with *one* newspaper. But even the biggest daily in town misses 3 out of 5.

That's why, in a big town like Chicago, it takes two newspapers to do the job. And in every major buying category, the Top Two for the money are the Sun-Times and Daily News. Your local rep has the facts (compiled in consultation with A.R.F.). Ask for them.

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Room 1708, Circle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
MIAMI BEACH: Hal Winter Co.

ATLANTA
LOS ANGELES
SAN FRANCISCO
Sawyer-Ferguson-Walker Co.

TOP TWO FOR THE MONEY
CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

Copyright, 1961, Field Enterprises, Inc.

Now for the first time you can effectively reach the Asian market

here's the market It stretches in a wide sweep from Pakistan and India through Singapore, Hong Kong and on to Japan and the Philippines. Twenty Free Asian countries in all. It has nearly 900 million people whose average income has shot up 267% in the past ten years. It's a fast-developing, fast-prospering part of the world with gold and foreign exchange assets now totaling $21,711,000,000.

On this booming continent construction of new building is up 875% in the past six years. Significantly, almost two-thirds of all new construction, transport and other machinery purchased last year was by private capital.

Just pick a product . . . any product . . . trace its sales growth and you've got a success story. Automobiles? The people of Asia own 3,165,000 motor vehicles . . . some 1,217,000 of them bought in the last five years. Travel? Within Asia itself its fast-paced people traveled two billion miles on scheduled airlines in 1960. Entertainment? Astonishing as it may seem, the Asian movie industry produces twice as many full-length films as the U.S., France and Italy combined . . . supports as many movie theaters as the U.S. and Canada together.

It's no wonder that business and industry throughout the world exported nearly $13½ billion worth of goods and services to the area—over $3½ billion from the U.S. alone. It's no wonder that imports from industrial countries rose 24% in the first half of 1960 over the same period in 1959. It's no wonder your company is doing business there. It's no wonder Free Asia is the world's richest new market.

the asia magazine

here's the magazine It's big enough to make a dent in Asia . . . the first magazine covering the whole area that effectively reaches the buying market in depth. Current circulation: a highly selective 732,000 families. That's just less than 1/10th of one percent of the population . . . a good start toward reaching the cream of the high-income, influential pace-setters of Asia.

Yet The Asia Magazine, the weekend magazine carried by Asia's most responsible, time-honored, English-language newspapers, is already ten times bigger than the next leading intra-Asia magazine—an imported newsmagazine. Here for the first time is a quality, English-language Asian magazine—about Asia *exclusively*—that's big enough to make marketing sense.

And talk about impact. The Asia Magazine is already delivering 80,000 copies over its guaranteed rate base. That's more circulation in bonus alone than you've ever been able to buy for all of Asia before. The reason: educated Asians have long wanted a magazine they can readily identify with, a magazine written for them.

Advertisers are responding with equal enthusiasm. The Asia Magazine's cost per thousand is one-third less than competing magazines. No plates necessary. No charge for bleed. No charge for color separations. If you sell to Asia, can you afford not to use The Asia Magazine?

the asia magazine

A weekend magazine supplement of The Guardian of Burma, The Bangkok Post,
The Times of Ceylon, The Hong Kong Tiger Standard, The Times of India, The Japan Times,
The Korean Republic, The China Post, The Straits Times, The Morning Star of Okinawa,
The Djakarta Daily Mail, The Pakistan Times, The Morning News of Pakistan, The Manila Times, The Times of Vietnam.

Offices in Hong Kong, Tokyo, Osaka, London, Frankfurt, New York and Chicago.

October Pages and Linage in Consumer Magazines

Current and Year-to-Date for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (September)

	Pages				Lines			
	Sept. 1961	Sept. 1960	Jan.-Sept. 1961	Jan.-Sept. 1960	Sept. 1961	Sept. 1960	Jan.-Sept. 1961	Jan.-Sept. 1960
†Commonweal	10.7	18.3	106.0	147.7	4.494	7.686	44.520	62.034
‡Cue	103.3	87.8	671.4	663.4	44.401	37.680	288.136	284.634
*Down Beat	48.7	66.7	450.7	420.1	20.454	28.000	189.308	176.456
Grit	21.4	22.7	199.3	208.1	21.362	22.732	199.291	208.115
‡Life	343.8	248.3	2.258.7	2.416.0	233.811	168.844	1.535.916	1.642.907
Look	115.5	112.7	1.094.9	1.120.7	78.547	76.636	744.539	762.076
Newsweek	216.6	237.7	1.800.1	2.120.9	90.972	99.834	756.042	890.778
‡§New Yorker	531.6	474.8	3.267.9	3.487.9	228.069	203.676	1.401.954	1.496.308
=National	531.6	468.2	3.267.9	3.420.3	228.069	200.871	1.401.954	1.467.324
=Sectional	—	23.4	—	240.3	—	10.017	—	103.065
Presbyterian Life	11.6	11.1	106.7	105.3	4.881	4.676	44.879	44.318
*The Reporter	60.8	60.0	404.4	308.1	25.544	25.188	169.817	129.432
‡Saturday Evening Post	214.2	189.9	1.523.1	2.054.2	145.677	129.161	1.035.712	1.396.865
‡Saturday Review	88.9	99.0	722.7	777.2	37.346	41.595	303.566	326.403
Sporting News	19.2	16.0	136.2	169.6	20.824	17.314	202.021	184.016
Sports Illustrated	157.3	173.9	1.263.9	1.357.8	66.090	73.071	530.999	570.374
‡Time	264.1	253.3	1.849.2	2.190.5	110.936	106.377	776.657	920.018
‡TV Guide	110.3	59.5	696.1	457.7	20.075	10.824	126.694	83.274
U. S. News & World Report	214.8	222.9	1.744.5	2.075.9	90.258	93.618	732.690	871.878
Total Group	2.532.8	2.354.6	18.345.8	20.081.1	1.243.741	1.146.910	9.082.741	10.049.886

=Not included in totals. §Total represents national advertising plus sectional at reduced decimal equivalent. †Three issues September 1961; five issues September 1960. ‡Five issues September 1961; four issues September 1960. *Two issues September 1961; three issues September 1960.

Women's

	Pages				Lines			
	Oct. 1961	Oct. 1960	Jan.-Oct. 1961	Jan.-Oct. 1960	Oct. 1961	Oct. 1960	Jan.-Oct. 1961	Jan.-Oct. 1960
†Bride & Home	94.5	93.3	420.1	421.3	59.773	58.969	265.564	266.346
†Bride's Magazine	151.0	151.3	700.1	722.4	95.400	95.596	442.470	456.582
Family Circle	60.0	57.1	450.7	467.3	25.740	24.496	193.350	200.471
Good Housekeeping	112.0	159.5	798.4	927.7	48.059	68.419	342.529	397.994
Ladies' Home Journal	80.1	98.4	625.2	789.3	54.471	66.901	425.123	536.700
McCall's	111.0	124.3	867.3	901.2	75.510	84.561	589.973	612.847
*Modern Bride	—	—	509.4	493.0	—	—	321.934	311.589
**‡Parents' Magazine:								
National Edition	111.1	108.9	619.6	682.8	47.673	46.695	265.889	292.901
Metropolitan New York Edition	116.0	114.6	661.8	747.7	49.777	49.148	283.895	320.698
Seventeen	109.6	117.2	1.193.3	1.241.5	74.498	79.672	811.426	844.192
††Woman's Day	43.9	51.3	368.3	394.6	18.825	22.005	157.998	169.266
The Workbasket	44.2	50.1	323.2	381.2	8.666	9.825	63.346	74.707
Total Group	1.033.4	1.126.0	7.537.4	8.170.0	558.392	606.287	4.145.497	4.484.293

†Published quarterly in January, April, July and October. *Published bi-monthly; cumulative figures shown are for September issues. ‡All figures include average decimal for partial runs. **No Pacific Mountain edition. ††Figures include sectional linage prorated to circulation of regional editions.

General

American Artist	29.6	25.8	219.1	219.4	12.453	10.090	91.997	92.159
American Forests	32.3	35.6	151.0	187.0	13.566	14.952	63.420	78.540
American Legion	14.9	20.2	142.4	151.3	6.259	8.477	59.835	63.546
Argosy	32.3	26.4	204.3	192.4	13.882	11.338	87.712	82.556
Atlantic	53.9	57.0	383.5	430.6	22.669	23.932	161.105	180.844
Car & Driver	24.5	33.6	287.7	372.1	10.303	14.129	120.842	156.282
Cavalier	13.8	17.1	138.8	200.9	5.909	7.338	59.528	86.184
Christian Herald	47.5	46.1	310.1	330.8	20.381	19.812	133.095	142.170
Columbia	14.4	14.7	94.6	99.5	6.059	6.185	39.728	41.800
Cosmopolitan	35.6	30.6	280.9	245.0	15.251	13.128	120.508	105.120
Ebony	64.6	77.2	633.7	758.7	43.984	52.514	430.990	515.918
†Elks Magazine	16.7	18.6	125.4	132.2	7.000	8.010	53.413	57.106
*Esquire	98.5	122.1	668.3	775.9	66.192	82.051	449.098	521.405
Extension	15.4	18.9	161.8	150.3	10.596	13.021	111.318	103.421
Flying	67.2	60.4	513.8	533.9	28.216	25.381	215.783	224.217
Golf	18.4	13.0	216.1	138.1	7.900	5.557	92.708	59.234
Golf Digest	22.4	26.2	296.2	289.3	4.381	5.125	64.166	62.004
Gourmet	47.3	50.5	281.3	303.5	20.293	21.650	120.657	130.174
Grade Teacher	46.4	45.1	338.9	317.5	20.483	19.888	149.462	140.024
Harper's Magazine	48.2	51.8	365.3	400.4	20.231	21.763	153.417	168.173
Hi Fi Stereo Review	67.1	65.5	463.6	419.0	28.182	27.510	194.725	175.963
High Fidelity	79.3	77.9	56.0	60.2	33.306	32.718	235.242	252.672
Holiday	89.2	108.8	827.1	983.5	60.685	73.968	562.433	668.801
Hot Rod	34.2	44.9	351.8	466.2	14.364	18.844	147.770	195.720
Improvement Era	31.8	30.8	238.0	254.8	13.362	12.956	99.944	106.996
Instructor	53.7	43.7	326.5	305.2	36.370	29.908	223.080	208.767
Kiwanis Magazine	8.6	10.3	90.0	80.1	3.612	4.326	37.800	33.642
Lion Magazine	11.4	14.0	104.9	100.2	4.856	5.964	44.643	42.683
Motor Boating	78.0	100.1	1.099.6	1.502.2	45.840	58.860	646.583	883.322
Motor Life	16.0	17.8	129.6	162.4	6.720	7.476	54.390	68.208
Motor Trend	14.4	21.5	171.2	230.8	6.062	9.044	71.860	96.992
National Geographic Magazine	33.0	40.3	387.4	453.6	7.854	9.580	91.653	107.552
Playboy	56.1	45.1	431.9	313.1	23.552	18.957	181.401	131.508
Popular Boating	62.2	67.9	845.0	872.6	36.579	39.919	496.866	513.106
Popular Photography	73.8	73.0	650.2	688.1	31.013	30.677	273.101	289.015
Prevention	54.5	51.3	577.3	587.3	12.208	11.491	129.315	131.555
Promenade	32.6	28.5	171.6	187.9	13.992	12.227	73.484	80.616
Reader's Digest	87.5	102.0	693.8	705.1	15.925	18.568	126.279	128.332
Redbook	54.9	42.2	412.2	376.0	23.543	18.102	176.839	161.285
Road & Track	28.7	29.9	302.4	311.4	12.054	12.558	127.008	130.988
Rotarian	9.7	12.1	118.5	71.6	4.057	5.102	49.721	30.058
Today's Health	19.2	21.6	205.9	216.1	8.222	9.266	88.347	92.694
Together	12.7	13.7	105.3	101.2	5.457	5.887	45.153	43.471
Town & Country	133.6	126.4	687.0	756.7	84.431	79.899	434.172	478.253
True	41.3	42.7	295.5	278.3	17.702	18.339	126.768	119.399
V. F. W. Magazine	11.1	15.5	101.9	104.9	4.660	6.509	42.800	44.064
Yachting	105.8	101.2	1.382.9	1.391.7	62.210	59.506	813.145	818.320
Total Group	2.044.3	2.139.6	17.040.3	18.209.0	972.826	1.022.502	8.373.304	9.044.859

†Changed from 429-line page to 420-line page July 1961. *Total represents national advertising plus sectional at reduced decimal equivalent.

Home

American Home	34.9	38.8	374.2	394.3	22.059	24.523	236.542	249.175
Antiques	67.4	76.9	619.7	630.4	19.808	22.600	182.197	185.331
Better Homes & Gardens	80.0	95.8	631.2	823.6	50.578	60.515	398.910	520.525
Flower & Garden	16.6	21.8	312.5	352.0	6.979	9.155	131.230	147.863
Flower Grower	21.4	23.3	39[illegible]	46.5	8.989	9.800	167.507	191.763
House Beautiful	160.2	173.6	797.7	62.0	101.234	109.721	504.147	608.039
House & Garden	129.1	134.1	712.2	778.9	81.593	84.742	450.121	492.234
†Living for Young Homemakers	92.5	95.4	528.2	646.9	58.451	60.269	333.831	408.856
Organic Gardening & Farming	25.7	26.0	348.7	369.0	5.757	5.824	78.109	82.656
Popular Gardening	20.9	26.3	415.0	456.0	8.794	11.048	174.297	191.526
Sunset Magazine	144.3	129.9	1.196.7	1.287.6	60.595	54.578	502.739	540.960
Total Group	793.0	841.9	6.334.9	7.157.2	424.837	452.775	3.159.630	3.618.928

†1960 cumulative figures include sectional linage prorated to circulation of regional editions.

Fashion

Glamour	97.0	90.5	934.4	984.1	41.634	38.842	400.847	422.186
Harper's Bazaar	148.6	143.4	967.0	954.2	93.963	90.618	611.172	603.066
†Mademoiselle	79.7	79.8	921.1	901.5	34.183	34.239	395.165	386.725
Vogue	170.9	218.8	1.280.4	1.569.0	108.019	138.275	809.215	991.629
Total Group	496.2	532.5	4.102.9	4.408.8	277.799	301.974	2.216.399	2.403.606

†Cumulative figures include sectional linage prorated to circulation of regional editions.

Movie-Romance-Radio-TV

	Pages				Lines			
	Oct. 1961	Oct. 1960	Jan.-Oct. 1961	Jan.-Oct. 1960	Oct. 1961	Oct. 1960	Jan.-Oct. 1961	Jan.-Oct. 1960
Dell Modern Group:								
Modern Romances	24.4	25.9	205.8	258.4	10.464	11.100	88.281	110.684
Modern Screen	13.4	16.6	132.9	166.2	5.728	7.103	56.964	71.308
Screen Stories	13.3	12.9	112.2	136.9	5.712	5.516	48.124	58.748
Fawcett Women's Group:								
Motion Picture	13.3	15.3	121.2	144.1	5.723	6.569	51.995	61.828
True Confessions	19.9	24.7	181.1	233.9	8.531	10.577	78.129	100.361
Ideal Women's Group:								
Intimate Story	28.1	25.4	232.2	251.9	12.063	10.899	99.615	108.096
Movie Life	26.4	21.3	222.9	240.3	11.343	9.118	95.626	103.101
Movie Stars	26.4	21.1	222.3	240.4	11.344	9.047	95.368	103.124
Personal Romances	28.9	24.4	231.2	244.2	12.405	10.483	99.170	104.770
TV Star Parade	26.2	21.2	220.1	230.0	11.219	9.084	94.442	98.692
‡†KMR Romance Group	—	—	21.6	36.0	—	—	9.267	15.425
*†KMR Women's Group	—	—	133.0	174.0	—	—	57.014	74.611
††Macfadden's Women's Group:								
Photoplay	25.3	23.1	189.5	232.6	10.849	9.903	81.313	99.787
True Experience	16.9	13.8	108.2	131.5	7.254	5.934	46.421	56.423
True Love Stories	16.9	14.4	107.5	132.4	7.249	6.189	46.116	56.819
True Romance	16.8	13.8	108.9	131.1	7.211	5.927	46.722	56.198
True Story	54.6	54.5	419.9	492.6	23.420	23.381	180.119	211.307
TV-Radio Mirror	14.1	11.3	89.4	107.0	6.028	4.843	38.343	45.889
Secrets Romance Group:								
Confidential Confessions	15.9	22.0	168.5	196.3	6.816	9.429	72.284	84.193
Daring Romances	15.9	22.0	168.5	196.3	6.816	9.429	72.284	84.193
Revealing Romances	15.9	22.0	168.2	196.3	6.816	9.429	72.141	84.193
Secrets	15.9	22.0	168.2	196.3	6.816	9.429	72.141	84.193
‡‡Silver Screen	15.2	9.2	126.1	105.2	6.500	3.940	54.164	45.164
Total Group	443.7	436.9	3.859.4	4.473.9	190.307	187.329	1.656.043	1.919.107

‡Formerly Hillman Romance Group. *Formerly Hillman Women's Group. ††Formerly True Story Women's Group. ‡‡Alternates bi-monthly with Screenland. †Published bi-monthly; cumulative figures shown are for September issues.

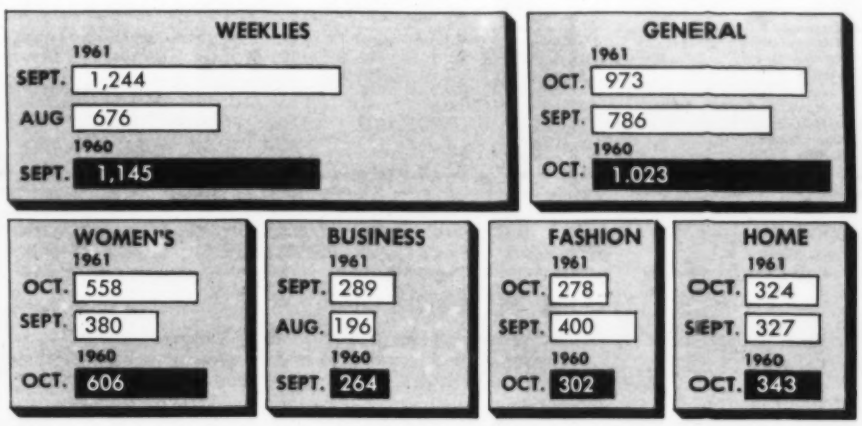
§*Business (October)*

Business Management	52.8	66.1	503.4	534.1	22.176	27.762	211.428	224.322
Dun's Review & Modern Industry	88.9	77.9	701.7	791.6	37.327	32.706	294.405	332.086
Fortune	178.5	210.2	1.550.5	1.849.7	112.812	132.878	979.600	1.169.042
Nation's Business	63.8	71.2	481.6	572.5	26.809	29.921	202.246	240.402
Total Group	384.0	425.4	3.237.2	3.747.9	199.124	223.267	1.687.679	1.965.852

§Because current month linage figures for several publications are not yet available this group is broken into October and September sections. †Formerly Management Methods.

Magazine Linage Trend

Figures in Thousands



Business (September)

	Pages				Lines			
	Sept. 1961	Sept. 1960	Jan.-Sept. 1961	Jan.-Sept. 1960	Sept. 1961	Sept. 1960	Jan.-Sept. 1961	Jan.-Sept. 1960
Barron's	89.4	68.5	768.5	645.6	58.628	44.961	504.117	423.539
†Business Week	458.0	422.3	3.061.2	3.625.7	192.368	177.362	1.285.691	1.522.794
Financial World	33.0	34.8	401.9	383.7	13.863	14.626	168.813	161.181
Forbes	57.2	64.5	495.6	520.1	24.046	27.091	208.180	218.419
Total Group	637.6	590.1	4.727.2	5.175.1	288.905	264.040	2.166.801	2.325.933

†Five issues September 1961; four issues September 1960.

Farm Magazines

	Pages				Lines			
	Oct. 1961	Oct. 1960	Jan.-Oct. 1961	Jan.-Oct. 1960	Oct. 1961	Oct. 1960	Jan.-Oct. 1961	Jan.-Oct. 1960
Farm Journal: (mon)								
=Central Edition	72.3	95.0	785.0	842.8	31.008	40.741	336.747	361.543
=Eastern Edition	66.4	79.5	677.4	697.6	28.506	34.093	290.604	299.273
=Southeastern Edition	48.8	71.1	543.2	584.2	20.930	30.518	233.048	250.642
=Southwestern Edition	50.8	70.0	565.2	592.1	21.789	30.017	242.491	254.003
=Western Edition	69.0	95.0	686.0	726.4	29.580	40.742	294.277	311.633
Average 5 Editions	61.5	82.1	651.4	688.6	26.363	35.220	279.433	295.419
Farm & Ranch—Southern Agriculturist: (mon)								
=Southeastern Edition	23.9	29.7	291.8	322.3	10.256	12.727	125.176	138.287
=Southwestern Edition	26.3	30.5	305.1	333.7	11.293	13.068	130.882	143.166
Average 2 Editions	24.8	30.0	297.0	326.8	10.660	12.860	127.399	140.187
Progressive Farmer: (mon)								
=Carolina-Va. Edition	63.0	63.9	633.2	708.7	42.831	43.506	430.578	481.913
=Ga.-Ala.-Fla. Edition	64.3	63.4	654.5	711.1	43.765	43.118	445.100	483.508
=Ky.-Tenn.-W. Va. Edition	59.9	62.7	600.3	668.4	40.710	42.660	408.214	454.536
=Miss.-La.-Ark. Edition	60.5	61.2	611.2	659.7	41.138	41.616	415.583	448.631
=Texas Edition	65.0	63.7	615.5	684.5	44.217	43.345	418.507	465.457
Average 5 Editions	62.5	63.0	622.9	686.5	42.532	42.849	423.598	466.809
Successful Farming (mon)	59.8	77.5	654.0	754.6	26.919	34.873	294.322	339.592
Total Group	208.6	252.6	2.225.3	2.456.5	106.474	125.802	1.124.752	1.242.007

=Not included in totals.

Youth

American Girl	21.6	23.9	231.2	252.6	9.255	10.243	99.199	108.353
Boys' Life	24.7	27.7	246.6	273.3	16.802	18.855	167.711	185.861
†Co-Ed	30.4	30.4	167.3	131.2	12.772	12.747	70.278	55.062
Scholastic Magazines	41.5	45.8	288.9	349.1	17.430	19.248	121.349	146.612
Scholastic Roto	3.9	14.8	46.0	60.5	3.369	12.916	40.213	52.836
Teen Magazine	17.3	15.3	128.6	157.7	7.266	6.412	54.026	66.178
Total Group	139.4	157.9	1.108.6	1.224.4	66.894	80.421	552.776	614.902

†No January 1960 issue. ‡No September 1960 issue.

Mechanics & Science

Mechanix Illustrated	63.3	71.8	574.9	652.6	14.190	16.084	128.773	146.179

(Continued on Page 102)

	Pages Oct. 1961	Pages Oct. 1960	Pages Jan.-Oct. 1961	Pages Jan.-Oct. 1960	Lines Oct. 1961	Lines Oct. 1960	Lines Jan.-Oct. 1961	Lines Jan.-Oct. 1960
Popular Electronics	62.0	51.4	490.7	487.1	13,884	11,523	109,919	109,117
Popular Mechanics	102.6	138.6	935.4	1,063.3	22,987	31,037	209,528	238,178
Popular Science	92.7	91.5	825.1	940.1	20,761	20,496	184,828	210,581
Science & Mechanics	52.9	81.5	482.2	418.2	11,842	18,247	108,002	93,680
Total Group	373.5	434.8	3,308.3	3,561.3	83,664	97,387	741,050	797,735
Outdoor & Sport								
American Rifleman	65.3	58.3	515.2	514.1	27,997	24,998	221,027	220,553
Field & Stream	79.5	87.0	645.2	697.4	34,116	37,303	276,775	299,178
Fur-Fish-Game	28.2	25.4	233.2	219.3	12,077	10,908	99,053	94,068
Guns	41.0	42.4	262.7	272.0	17,589	18,190	112,740	116,700
Outdoor Life	78.5	90.3	643.2	685.3	33,682	38,722	275,908	293,976
Sports Afield	64.7	78.9	541.7	582.6	27,763	33,849	232,392	249,926
Total Group	357.2	382.3	2,841.2	2,970.7	153,224	163,970	1,217,895	1,274,401
Detective & Fiction								
Dell Men's Group	10.4	13.0	88.0	114.2	4,471	5,580	37,773	48,949
Thrilling Group	10.6	9.9	89.6	83.0	2,369	2,211	19,817	18,598
Total Group	21.0	22.9	177.6	197.2	6,840	7,791	57,590	67,547
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
The American Weekly	36.1	42.9	211.0	264.7	30,716	36,476	179,359	224,991
Family Weekly	39.1	48.7	380.5	384.8	33,240	41,389	323,614	327,061
Parade	65.4	79.3	491.5	542.1	55,588	67,411	417,839	460,779
This Week Magazine	90.8	108.1	624.2	711.7	77,154	91,901	530,597	604,964
Total Group	231.4	279.0	1,707.2	1,903.3	196,698	237,177	1,451,409	1,617,795

	Pages Sept. 1961	Pages Sept. 1960	Pages Jan.-Sept. 1961	Pages Jan.-Sept. 1960	Lines Sept. 1961	Lines Sept. 1960	Lines Jan.-Sept. 1961	Lines Jan.-Sept. 1960
Newspaper Sections (II) (September)								
(All other newspaper sections)								
Chicago Tribune Magazine	193.9	196.8	1,505.1	1,468.0	164,859	167,321	1,279,315	1,247,788
New York Times Magazine	329.6	387.8	2,464.7	2,589.9	280,180	329,669	2,095,006	2,201,411
Philadelphia Inquirer	93.2	110.5	842.2	1,036.5	79,251	93,994	716,373	881,154
Suburbia Today	12.6	16.7	138.6	140.9	10,744	14,004	117,877	119,529
Total Group	629.3	711.8	4,950.6	5,235.3	535,034	604,988	4,208,571	4,449,882

	Pages Oct. 1961	Pages Oct. 1960	Pages Jan.-Oct. 1961	Pages Jan.-Oct. 1960	Lines Oct. 1961	Lines Oct. 1960	Lines Jan.-Oct. 1961	Lines Jan.-Oct. 1960
Comics Magazines								
American Comics Group	7.0	7.0	70.0	70.0	2,646	2,646	26,460	26,460
Archie Comic Group	8.0	7.0	35.0	35.8	3,024	2,646	13,230	13,422
Harvey Comics Group	8.0	8.0	80.0	81.0	3,024	3,024	30,240	30,618
National Comics Group:								
Blue Unit	7.0	6.5	51.5	51.5	2,646	2,457	19,467	19,467
Red Unit	7.0	5.5	51.5	52.0	2,646	2,079	19,467	19,656
Total Group	37.0	34.0	288.0	290.3	13,986	12,852	108,864	109,623
Canadian								
Canadian Homes	30.4	43.4	255.7	363.4	20,697	29,500	173,907	247,086
Chatelaine:								
Canadian Home Journal	81.6	90.7	599.0	648.8	55,482	61,701	407,311	441,158
†Revue Moderne	60.6	44.8	421.3	44.8	41,193	30,490	286,512	30,490
Liberty	19.0	24.2	191.7	239.2	8,158	10,373	82,219	102,618
Maclean's	97.6	95.3	657.3	748.5	66,389	64,836	446,951	508,994
‡Le Magazine Maclean	40.7	—	230.2	—	27,649	—	156,558	—
The Montrealer	22.7	19.7	174.2	168.9	9,520	8,260	73,150	70,945
Reader's Digest:								
English Edition	110.8	147.0	866.3	978.8	20,157	26,754	157,658	178,133
French Edition	119.5	159.8	897.3	1,033.5	21,749	29,075	163,300	188,097
Revue Populaire	21.5	28.0	146.5	232.8	15,031	19,600	102,522	162,963
*Samedi	8.6	15.8	98.9	148.2	6,028	11,090	69,204	103,706
††≠Saturday Night	46.9	43.6	279.0	354.4	19,721	18,337	117,199	148,853
‡‡≠Time-Canadian	180.1	185.1	1,144.2	1,345.0	75,985	78,085	480,550	564,900
Total Group	613.0	668.7	4,538.4	4,606.9	292,053	291,679	2,119,292	2,034,190

†First published October 1960. ‡First published March 1961. ≠Not included in totals; as October figures were unavailable as this issue went to press September figures are shown. ††Three issues September 1961; two issues September 1960. ‡‡Five issues September 1961; four issues September 1960. *Changed from bi-weekly to monthly publication August 1961.

Canadian National Weekend Newspapers (Rotogravure Linage)								
La Patrie	7.0	32.2	68.1	208.8	6,259	28,968	61,276	187,961

	Pages Oct. 1961	Pages Oct. 1960	Pages Jan.-Oct. 1961	Pages Jan.-Oct. 1960	Lines Oct. 1961	Lines Oct. 1960	Lines Jan.-Oct. 1961	Lines Jan.-Oct. 1960
†Perspectives	98.0	125.0	695.2	719.3	95,577	121,901	677,883	701,349
†La Presse	76.1	111.0	739.2	820.8	68,675	99,955	665,335	738,734
†Star Weekly	86.7	132.2	683.0	884.5	75,820	115,705	597,692	773,963
†Weekend Magazine	119.0	150.8	882.6	959.2	116,086	147,041	860,609	935,224
Total Group	386.8	551.2	3,068.1	3,592.6	362,417	513,570	2,862,795	3,337,231

†Four issues October 1961; five issues October 1960.

	Pages Oct. 1961	Pages Oct. 1960	Pages Jan.-Oct. 1961	Pages Jan.-Oct. 1960	Lines Oct. 1961	Lines Oct. 1960	Lines Jan.-Oct. 1961	Lines Jan.-Oct. 1960
§***Foreign (October)***								
Popular Mechanics:								
Popular Mekanik (Danish)	17.0	22.4	167.7	211.7	3,570	4,704	35,217	44,464
PM (Dutch Edition)	17.5	8.3	121.0	94.9	3,675	1,747	25,420	19,937
Mecanique Populaire (French)	31.3	34.8	251.7	252.7	7,011	7,795	56,380	56,604
Populare Mechanik (German)	10.1	8.0	57.8	49.1	2,262	1,792	12,945	11,003
Mecanica Popular (Latin America):								
Brazil (Portuguese)	28.1	25.0	206.9	208.0	6,294	5,600	46,355	46,592
Mexican-Caribbean (Spanish)	21.0	23.1	190.5	244.6	4,704	5,166	42,671	54,782
So. Hemisphere (Spanish)	18.3	15.2	120.7	137.8	4,099	3,402	27,047	30,870
Popular Mekanik (Swedish)	11.0	10.1	76.1	103.5	2,310	2,128	15,972	21,728
Total Group	154.3	146.9	1,192.4	1,302.3	33,925	32,334	262,007	285,980

§Because current month linage figures for several publications are not yet available this group is broken into October and September sections.

	Pages Sept. 1961	Pages Sept. 1960	Pages Jan.-Sept. 1961	Pages Jan.-Sept. 1960	Lines Sept. 1961	Lines Sept. 1960	Lines Jan.-Sept. 1961	Lines Jan.-Sept. 1960
Foreign (September)								
Life International	84.2	86.3	682.1	735.4	57,290	58,735	463,845	500,140
European Edition	53.6	—	205.0	—	36,550	—	139,400	—
Life En Espanol	46.6	47.1	353.0	408.7	31,790	32,045	240,040	278,035
Caribbean Edition	61.0	89.4	512.6	590.5	41,480	60,860	348,670	401,625
Mexican Edition	64.6	73.6	485.0	558.7	44,030	50,150	329,800	380,035
Newsweek:								
Pacific Edition	103.0	99.8	908.4	919.6	43,260	41,928	381,464	386,223
European Edition	103.0	103.6	826.9	752.9	43,260	43,504	347,315	316,222
Reader's Digest:								
Arabic	34.5	38.5	272.0	331.0	6,279	6,314	49,504	54,284
Argentine	83.5	72.5	510.0	478.0	15,197	13,195	92,820	86,996
Australian	63.3	105.8	553.8	671.8	11,512	19,247	100,783	122,259
Austrian	71.0	74.0	544.0	559.0	12,567	13,468	96,288	101,738
Belgian	64.0	54.5	481.0	433.5	11,968	9,538	89,947	75,863
Brazilian	103.0	104.0	764.0	754.0	18,746	18,000	139,048	131,950
British	89.5	87.0	599.0	700.5	16,647	16,182	111,414	127,491
Caribbean	49.0	59.5	396.5	566.5	8,918	10,829	72,163	103,103
†Chilean	39.5	45.5	244.0	45.5	7,189	8,281	44,408	8,281
Danish	58.5	57.5	307.8	351.5	10,647	9,775	56,011	59,755
Dutch	71.5	71.5	525.5	524.5	13,013	13,013	95,641	95,459
Finnish	36.0	28.0	226.0	230.0	6,552	5,208	41,132	42,780
French	100.0	113.0	957.0	1,019.5	18,700	19,775	178,959	178,413
French-Swiss	34.5	39.7	288.3	259.0	6,452	6,942	53,918	45,325
German	120.0	111.0	944.0	929.0	21,240	20,202	167,088	169,078
German-Swiss	43.0	48.0	333.0	311.3	7,826	8,736	60,606	56,662
Iberian	83.5	64.3	779.0	654.0	14,947	11,708	139,441	119,028
Indian	69.0	62.0	530.0	472.0	12,834	11,284	98,580	85,904
Italian	87.5	86.5	692.5	677.0	15,925	14,893	126,035	116,444
Japanese	24.5	33.0	298.0	317.0	4,214	5,544	51,256	53,256
Mexican	56.5	61.5	397.5	417.5	10,283	11,193	72,345	75,985
New Zealand	58.3	40.0	370.0	316.0	10,602	7,280	67,340	57,512
Norwegian	53.0	58.0	414.5	384.5	9,116	9,860	71,294	65,365
Overseas Military	58.0	42.0	385.0	378.0	10,556	7,644	70,070	68,796
South African	86.0	86.0	657.5	674.0	15,996	15,394	122,295	120,646
Southern Hemisphere	28.0	23.5	177.0	190.5	5,096	4,277	32,214	34,671
Swedish	49.5	58.5	456.0	483.5	9,009	10,647	82,992	87,997
Time International:								
‡Time-Atlantic	157.7	146.1	1,097.6	1,180.7	66,185	61,355	460,950	495,845
‡Time-Latin American	112.0	96.1	798.6	846.7	47,040	40,670	335,370	355,565
*Time-Pacific	—	113.9	—	909.0	—	47,775	—	381,780
Time-Asia	123.9	—	890.7	—	51,975	—	374,045	—
Time-South Pacific	104.8	—	651.1	—	43,960	—	273,770	—
Vision:								
Visao (Portuguese Edition)	162.5	184.0	1,219.2	1,379.3	68,250	77,280	512,050	579,320
Mexican Edition	112.2	129.2	891.0	965.3	47,110	54,250	374,220	405,440
Spanish Edition	100.7	111.7	755.5	787.7	42,280	46,900	317,310	330,820
Total Group	3,104.4	3,006.1	23,379.6	23,163.1	976,491	923,881	7,281,841	7,156,091

†First published September 1960. ‡Five issues September 1961; four issues September 1960. *Time-Pacific split into two editions—Time-Asia and Time-South Pacific—January 1961.

Tri-Nut Moves to Arnold & Co.

Tri-Nut Margarine has transfered its advertising to Arnold & Co., Boston, from Donahue & Coe, New York. The account at one time billed about $1,200,000, but is now believed to be worth less than half that amount. A campaign in 30 markets using major media is running this fall. E. F. Drew & Co., parent corporation of Tri-Nut, remains with Donahue & Coe on an inactive basis.

McGregor Sets Up Department

McGregor-Doniger, New York, manufacturer of men's and boys' sportswear, has formed a new "advanced marketing planning" department to develop new products and marketing programs. William F. Brambilla, who joined the company's marketing staff last year from E. I. du Pont de Nemours Co., has been named in charge with the title of director of market planning.

'Bay Play' to Make Debut

The first issue of *Bay Play*, a monthly recreation magazine "dedicated to the pursuit of happiness on Florida's Sun Coast," will be issued in mid-December. The one-time b&w page rate is $350 for the magazine, which will have an initial circulation of 25,000. Henry M. (Hank) Allen has been named advertising and circulation sales manager.

Manning, Moos Join NC&K

Jack Manning, formerly with Beecham Products, Clifton, N.J., has joined Norman, Craig & Kummel, New York, as an account executive on Colgate-Palmolive Co. Norman, Craig also has named James D. Moos, formerly with Geyer, Morey, Madden & Ballard, to a copy-contact post on the Willys Motors account.

Ratsey & Lapthorn to Freystadt

Ratsey & Lapthorn, City Island, N. Y., 171-year-old sail making company, has named E. M. Freystadt Associates, New York, to handle its advertising and public relations. Founded in England in 1790, Ratsey was sailmaker to Lord Nelson's flagship Victory in the Battle of Trafalgar. Kamisher & Murphy was the former agency.

Sholl Leaves Printed String

Harry Sholl has resigned as vp in charge of marketing and a member of the board of Chicago Printed String Co., manufacturer of gift wrappings and industrial tying materials. Sol Weiner, president of the company, has assumed the duties previously handled by Mr. Sholl, which include sales and merchandising.

'Cue' Boosts Silverman

Herbert Silverman, sales promotion manager of *Cue*, New York, has been promoted to the post of assistant to president Mort Glankoff. The magazine has recently expanded into the book publishing field and has set plans to solicit cruise, travel and resort advertising outside the New York area.

Hitchcock Appoints Smith

Floyd Smith, formerly with E. R. Hollingsworth & Associates, Rockford, Ill., has joined Hitchcock Publishing Co., Wheaton, Ill., as district manager, headquartering in the Cleveland office.

Three Join AFA

Lever Bros. Co., Van Brunt & Co. and Metromedia Inc., all New York, have joined the Advertising Federation of America.

Stern, Walters Adds Four; Names Beardsley, Goldring

Stern, Walters & Simmons, Chicago, has been named to handle advertising for Hamilton Humidity, Chicago, manufacturer of Humid-Aire portable and furnace humidifiers; G. Barr & Co., Chicago, manufacturer of private label products for the cosmetics and pharmaceutical industries; Coleman Cable & Wire Co., Chicago, manufacturer and distributor of wire and cable; and Heat Exchangers, Chicago manufacturer of water-cooled air conditioning equipment.

At the same time, Jim Beardsley, formerly vp and creative director of Erwin Wasey, Ruthrauff & Ryan, has joined the agency as copy supervisor. Norman M. Goldring, formerly with R. Jack Scott Inc., has been named marketing director of the agency.

Grant & Kurland Dissolved

Grant & Kurland, Hartford, will dissolve Nov. 1. Jay Grant will become director of advertising and public relations of Eastern Bowling Corp., New Britain, Conn., owner and operator of five New England bowling lanes. Alan E. Kurland has been appointed administrative director of the Connecticut State Bar Assn. Daniel Cantor, agency art director, will form his own advertising art service in Hartford. The agency reportedly had billings of about $500,000.

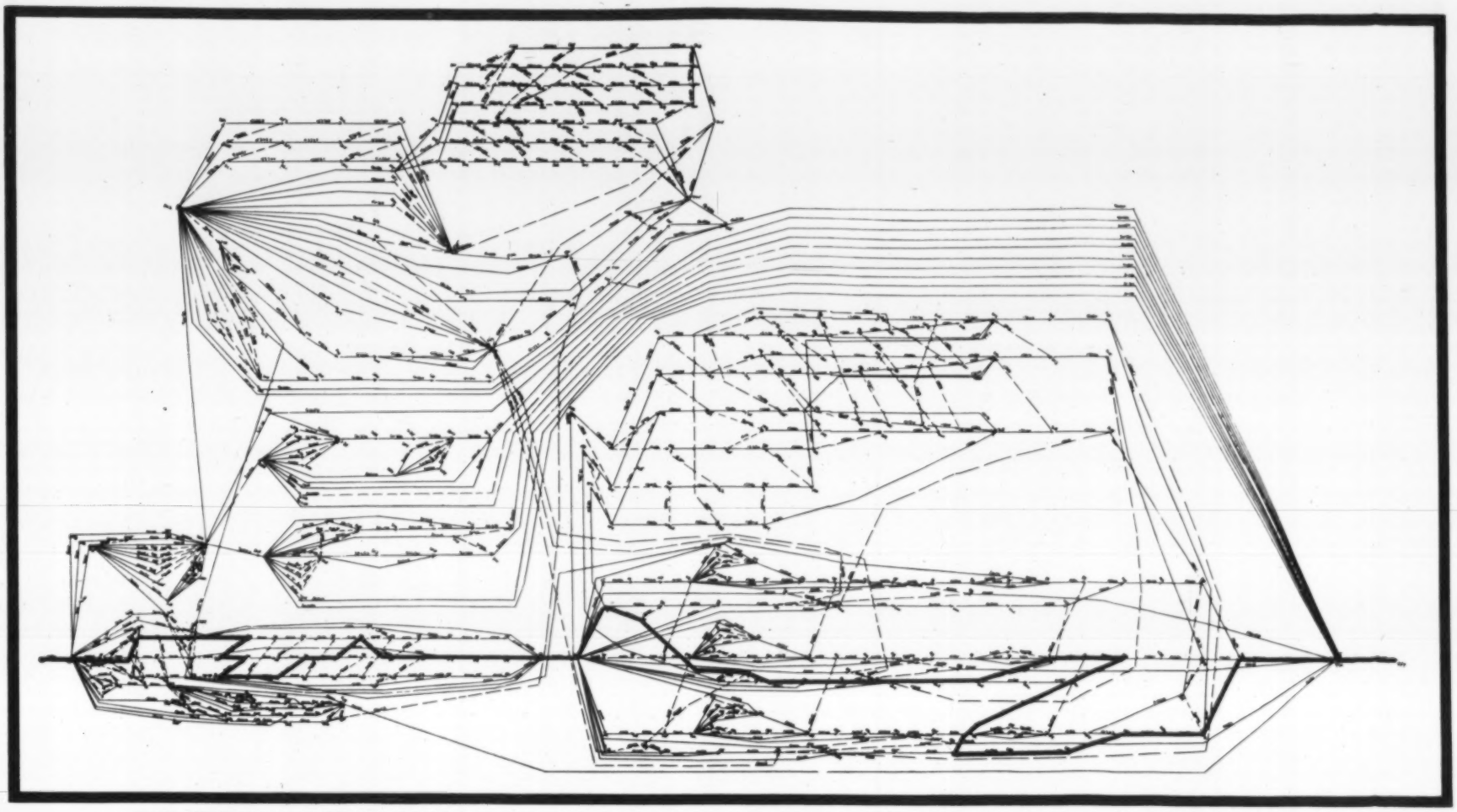
Advertisement

THIS CAREER GIRL KNOWS that the most economical, effective way to boost sales in the Sweet Vermont Market is with the Vermont Allied Dailies. Just one order, one bill, one buy, and your message appears in the six key dailies that reach the part of Vermont where 93.9% of the state's $652 million buying power originates.

Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

COLOR PROGRAMMING 63% AHEAD OF LAST YEAR!

This year, there'll be 655 more hours of Color programming than last year. The big move to Color TV is on. Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel: CO 5-5900



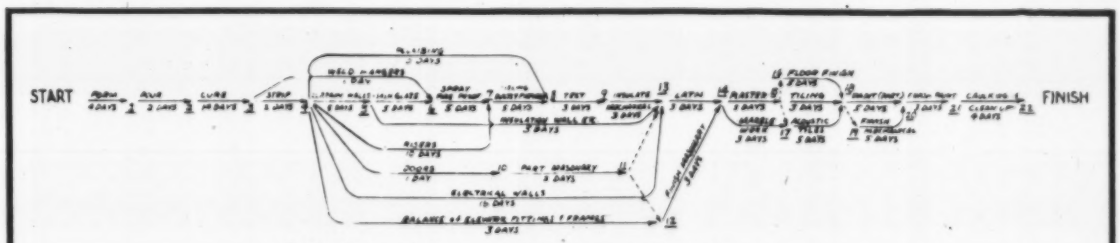
THE CRITICAL PATH METHOD. Section of a Critical Path Method diagram used by Perini Corp., Framingham, Mass., in planning the logistics of supplying materials for a new building. Black line at base charts "critical" jobs—those whose delay would delay the completion of the entire project, or whose acceleration would speed up the construction timetable for the whole project.

The Critical Path to New Business

How long should it take to build a building—or a dam—or a super-highway? What kind of planning does it take to get the men and materials (and money) to the right place at the right time? How do you juggle job-scheduling around so that you don't have painters on your hands for two days waiting for the plaster to dry? How do you get control of—and ride herd on—the thousand and one vastly important details involved in scheduling construction work?

The Perini Corp., one of the nation's largest contracting firms, gave this problem to Mauchly Associates, Inc., who came up with the first known application of the Critical Path Method to the construction industry. This successful application at Perini was reported in the January 26th issue of ENGINEERING NEWS-RECORD.

The reaction was immediate. Inquiries poured in to ENGINEERING NEWS-RECORD, to Perini and to Mauchly Associates. And they're still arriving. To date, more than 750 firms or individuals have ordered over 6,000 reprints of the article. Of 60 firms contacting Mauchly Associates directly, ten have already signed contracts to apply the Critical Path Method in their own operations.



CPM Diagram for a Typical Floor in Multistory Building

This is typical of the articles that make more men read ENGINEERING NEWS-RECORD every week than any other construction magazine. They rely on EN-R to give them important, detailed information they can't get elsewhere. They read... and they respond.

The *critical path to a sale* is much like the critical path in construction. It involves scheduling your selling efforts to cover the right men at the right time with the right facts . . . the "critical" members of any construction team: architect, contractor, engineer, owner. These are the men you reach in the pages of ENGINEERING NEWS-RECORD, the *critical path to new business* in the building and construction industry.

MAUCHLY

JOHN W. MAUCHLY, President • 500 E. DUFFLEN AVENUE, ARDMORE, PA. • MIdwood 9-0101

May 24, 1961

Mr. Arthur J. Fox, Jr.
Managing Editor
Engineering News-Record
330 West 42nd Street
New York 36, New York

Dear Arthur:

I believe you may be interested to know what kind of reaction we have had to the article describing the Critical-Path Method in your issue of January 26th.

We have had fifty letters from firms in the United States, representing eighteen states. We have had ten inquiries from nine foreign countries: England, Germany, Mexico, Africa, Palestine, Australia, Canada, Italy and New Zealand.

As a result of these contacts, we have received ten paying contracts, a high return, as far as I am concerned.

I only hope that our public relations efforts in the future are half as good as the effect of the Engineering News-Record article. If you haven't thought of the comparison yourself, I'd say that Engineering News-Record is very definitely "the critical path" to new business in construction.

Cordially,

MAUCHLY ASSOCIATES, INC.

William Imbrie

William Imbrie
Vice President, Engineering

ENGINEERING NEWS-RECORD

330 West 42nd Street, New York 36, New York
A McGraw-Hill Publication ABC/ABP

Discount, Do-It-Yourself Trends Give Chills to Anti-Freeze Makers

(Continued from Page 3)

stores and buy a gallon of Prestone for $1.79, about half the cost of the dealer-installed product ($3.25). In addition, he can get Prestone's "green tag" for the taking. It's right there with the can.

Union Carbide, longtime leader in the business, is philosophical about the anomalies of the do-it-yourself trend. "I wouldn't want to be quoted as saying we're advertising against the do-it-yourselfer," said Harold Harris, manager of anti-freezes. "What we are doing is advertising to encourage the motorist to get proper service installation of our product."

Mr. Harris said that ten years ago, about 90% of motorists had their anti-freeze installed at service stations. Today their number is about 55%, with the other 45% buying the product and installing it themselves. (Du Pont surveys put this figure even higher, with some 50% to 60% installing it themselves.)

■ He said Prestone's emphasis in its advertising on dealer installation was not an attempt to "protect the dealer." The company is interested in serving the customer where he wants to be served. "We feel that at least half of them want to be served in a service dealer outlet."

However, service stations could have done more for themselves if they had tried. "If they were really aggressive about the anti-freeze situation, they could have gotten to the customer before the large retail outlets got to them with cut prices. Most dealers do not take advantage of their opportunity in the summer months. Instead, they let the customer be exposed to the over-the-counter item which, of course, carries no charge for service.

"Frankly, we don't believe it's the manufacturer's role to decide where his product should be sold. His role is to offer the product where the customer chooses to buy. Consequently, our product is finding its way into both markets. There is no way to prevent this."

Union Carbide is not selling directly to discounters. Prestone finds its way to their shelves via the company's wholesale distributors.

Prestone is now fair traded in only three states: Arizona, California and Nevada. The company abandoned its attempts to enforce fair trade practices in 20 states in the past year. "Every fall we face a new group of fair trade price violators. By the time we get fair trade injunctions against them, the damage is already done," he said.

■ Mr. Harris said an important factor influencing Union Carbide's marketing approach was the fact that its "major competitors" had not been enforcing fair trade.

He suggested that Prestone was finding its way into discount houses as a loss leader. "There's the tremendous pre-sold factor of the highly advertised product," he said. "Retailers like to capitalize on national brands to develop store traffic. Our problem is that there are no legal steps we can take."

Whether the consumer actually saves money by installing anti-freeze himself is another matter. If he replaces the rusted and worn-out parts of the cooling system, "he may be earning his labor," Mr. Harris added. "We ourselves will always promote the proper service of our product."

■ E. I. du Pont de Nemours & Co. is playing the game both ways. The company (which will be getting a new manager for anti-freeze Nov. 1 when W. W. Carty is reassigned and Paul Porter switches from photo products) takes a different tack for each of its leading products, Telar and Zerex.

In Zerex advertising on tv, radio and in magazines, Du Pont is "simply talking the product quality story," said Marshall Stephens, sales manager for anti-freezes. "We are not mentioning where you should buy it."

■ He said the do-it-yourself segment of the business had been big ever since Du Pont had started measuring a few years ago. Company figures indicated it represented some 50% to 60% of the market, but had been static for the past three or four years.

"From the standpoint of Zerex, we're letting the consumer decide what he's going to pay." Du Pont is not fair trading Zerex, which sells at $2.39 per gallon through discount stores, and at $3.25 with service installation.

Telar, on the other hand, is being fair traded. Telar is a never-drain coolant featuring a color check and a lifetime guarantee. Telar is pushed as a technical product, with the proper place for installation at the service dealer. This is pointed up in Telar's tv commercials (all two minutes), where the opening and closing scenes are in service stations.

Mr. Stephens "guessed" Telar might be available in other outlets in a minor way. "Telar is not far enough along to be at the point where the large volume outlets would be interested in it."

■ Meanwhile, Dow Chemical Co., third of the big three, has realigned its marketing approach this year to emphasize the dealer service concept. Dow last year failed in its multi-million-dollar first attempt to change the American motorist's habits. The company planned to crack the market with long life coolants. But this year it has abandoned all consumer advertising, and is concentrating on "educating the dealer."

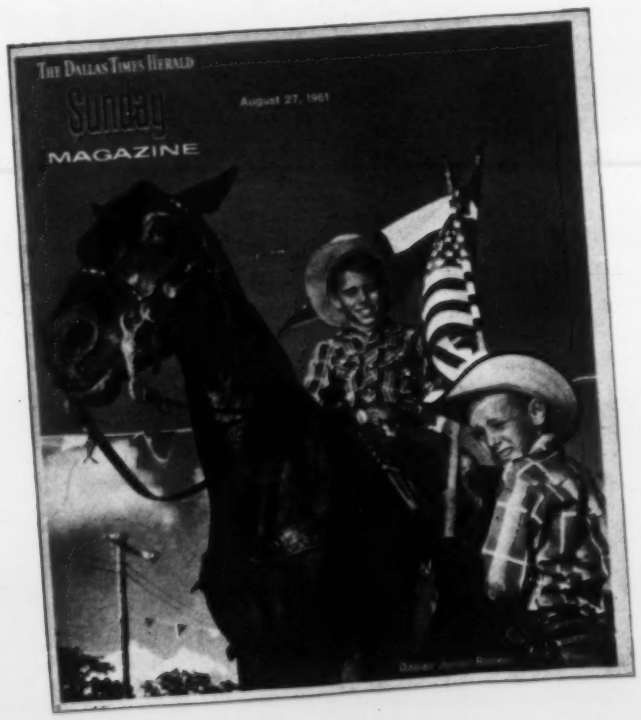
Dow is strongly opposed to the do-it-yourself trend, and promotes its Dowgard as a service item sold through automotive jobbers to

KSLA TV
SHREVEPORT
LOUISIANA

Ask our reps . . .
Harrington, Righter and Parsons
. . . about the **naturally rich** KSLA-TV market.

ROTO

. . . The use of home-edited, newspaper distributed, color gravure magazines—singly or in any combination—as a "tactical ad force" to pinpoint coverage when and where you want it.
America's 55 Home Edited (independent) Gravure Magazines serve 41 major markets. You can match the magazine(s) to the market(s) where you need sales action the most.



. . . in DALLAS

It's THE DALLAS TIMES HERALD SUNDAY MAGAZINE

15 OF THE BEST OF 55 HOME EDITED

● Akron Beacon Journal ● Atlanta Journal
● Houston Chronicle ● Indianapolis Star
● Phoenix Arizona Republic ● Pittsburgh Post

service stations, auto dealers and independent garages. "We think cooling system service belongs in the service station," the company said.

■ To back its dealers, Dow is supplying complete point of sale kits, and is holding meetings across the U. S. to help Dowgard dealers present the "full-fill" concept. #

French Introduces Sauce Mixes; Holds Bird Food Contest

R. T. French Co., Rochester, N. Y., is introducing a new line of Cooper Ladle sauce mixes in upstate New York, Southern California, and portions of Pennsylvania, West Virginia and Ohio. The company expects to have national distribution by early 1962. The line of 10 mixes includes sour cream sauce, meat loaf sauce, a la king sauce, Chili-O, brown gravy, light gravy, white sauce, spaghetti sauce, curry sauce and cheese sauce. The line is being advertised in upstate New York via daytime and evening tv spots and color and b&w newspaper insertions featuring a 7¢-off coupon. J. Walter Thompson Co., New York, is the agency.

In another drive, French is promoting a contest, "Money for Christmas," open to parakeet owners only, via newspaper ads and on network tv. The contest, which closes Nov. 10, requires a 25-word statement plus a label from any of French's parakeet foods.

Simca of Canada Formed

Simca of Canada Ltd. has been formed as a wholly-owned subsidiary of Simca of France. The Canadian company, based in Toronto, will have sales offices in Montreal and Vancouver, as well as Toronto. General sales manager of the new marketing organization is Joseph E. Campeau, formerly sales manager of the European Import division of Chrysler Corp. of Canada Ltd. Chrysler, which owns 25% of Simca, will continue to distribute Simca cars in Canada until the reorganization is complete, according to Mr. Campeau. Richard N. Meltzer Advertising, Detroit, is the agency.

PLAY'S THE THING—*Marlboro cigarets will run this tv commercial featuring Charlie Conerly, New York Giants quarterback, along with seven other testimonial ads with football greats, in its sponsorship of National Football League games this year. The commercials include film strips of famous plays made by the football pros, as well as scenes of each player in the stadium where he gained fame. A NFL backer for the sixth consecutive year, Philip Morris' Marlboro is handled by Leo Burnett Co.*

Denman & Baker Adds One

Denman & Baker, Detroit, has been named to handle advertising, sales promotion and public relations for Modern Materials Corp., Detroit, manufacturer of residential aluminum siding.

Black-Russell-Morris Adds Two

Timely Technical Products Inc., Verona, N. J., maker of fluorocarbon products, has named Black-Russell-Morris, Newark, to handle its advertising. Black-Russell also has been named to handle advertising for Heifetz Metal Crafts and its subsidiary, Theodore Equipment Corp., Wood Ridge, N. J. Heifetz makes food service equipment. Theodore makes food carts and tables under the name, Teddy Products.

Peterzell Joins L&N

Norman L. Peterzell, formerly with Ogilvy, Benson & Mather, has joined Lennen & Newell, New York, as a vp on the Colgate-Palmolive account. L&N also has promoted Martin Narva from an assistant media director to an associate media director and has named Michael E. Keenan, formerly with Foote, Cone & Belding, an assistant media director.

Kronenbourg Beer to Bliss

Arthur Marx Importing Co., New York, has appointed Ben B. Bliss Co. to handle the U. S. introduction of Kronenbourg "Beer of the Alsace." The French beer is being advertised in magazines and a trade campaign is aimed at the French restaurant market in the U.S.

ITC Names John Pearson

Independent Television Corp., New York, has appointed John Pearson director of international sales. He was formerly assistant director.

ZONE

...ELSEWHERE

40 OTHER MAJOR MARKETS!

Home Edited Gravure Magazines provide 20% or more coverage in those U.S. counties which contain 55% of the population and account for 57% of retail sales.

GRAVURE MAGAZINES SERVING 41 MAJOR MARKETS

and Constitution ● Columbus Dispatch ● Dallas Times Herald ● Denver Post ● Louisville Courier-Journal ● Newark News ● New Orleans Times-Picayune Gazette ● St. Louis Globe Democrat ● Toledo Blade ● Washington Post Times Herald

visual communication

740 B.C.—Pottery Drinking Cup—Greece

NOW...OUR GRAPHIC PLANNING UNIT MAKES IT POSSIBLE TO ACQUIRE

an 8 page booklet, 10¾ x 8¾" FULL PROCESS COLOR complete, only 14¢ per unit*

price includes—layout and design all photography—art—typography four-color process separations fine quality printing...no extras

*In quantities of 50,000, prices on other quantities upon request.

Some of our friends are:

The Solomon R. Guggenheim Museum——Venus Pen & Pencil Corp. The American Rolex Watch Corp.—Underwood Corp.—Knoll Associates American Type Founders——Boontonware——Boys' Clubs of America

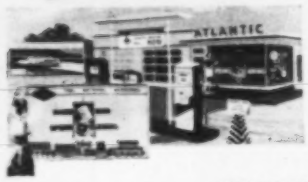
Call, write or wire collect—We are staffed to personally handle your requirements, wherever your location throughout the United States.

STERLIP PRESS, INCORPORATED
240 West 40th Street, New York 18, N.Y.
Telephone: ——— LAckawanna 4-6897

R. Reid Sets Print Drive

Rose Marie Reid, Los Angeles, has scheduled a total of 36 color pages in five magazines in support of its 1962 "swimshapes by the ounce" promotion. Additional space has been set in newspapers in nine overseas markets, principally in Europe and in six Central American markets. Domestic magazines scheduled are *Glamour*, *Harper's Bazaar*, *Holiday*, *The New Yorker* and *Vogue*. Carson/Roberts is the agency.

Stickin' around WITH kleen-stik®



IDEA NO. 197

This Cutie Is No Quitter!

Come rain, hail, sleet, snow and the "Ides of March" this giant (9 ft.) display can be depended on to stick to the job for **The Atlantic Refining Co.** of Philadelphia. The bold young lady with broom and mop ties in with crystal clarity to the theme announced on the service station window beside her. The impact pieces were created under the direction of Atlantic's Sales Promotion Production Mgr., **James G. Yeager** and silk screened on **Kleen-Stik's super-tough Flex-Stik "B"** by **Display Company of America** under the supervision of **Harry Mazur.**

Label Labels Label . . .

IDEA NO. 198

. . . On this Floating First Aid Kit made by **Forest City Products, Inc.** of Cleveland. To emphasize their "Gold Award" trade name, **William E. Crofut, Jr.**, President and **Russel W. Nielsen**, Director of Purchases decided to add a gold foil label on top of the Kromekote label on the unsinkable polyethylene container. The result of the two labels, produced by **Allen Hollander Midwest Corp.** under the direction of **Dick Wohlstein**, is a striking 3-D effect. Naturally, both labels are printed on **Kleen-Stik** pressure-sensitive stock for ease of application, wearability and compelling visual effects.

Whether your needs call for weatherproof outdoor displays, or labels for labels—you'll find Kleen-Stik is the right answer. See your regular printer or write direct.

SELF-STICKING ADHESIVE WORLD'S MOST VERSATILE

kleen-stik PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

SEND THIS COUPON TODAY FOR FREE IDEA-PACKED BOOKLET!

Kleen-Stik Products, Inc., Dept. A
7300 W. Wilson Ave., Chicago 31, Ill.

Send me your free "101 Stik-Trika" booklet and full information about Kleen-Stik Self-Sticking products.

Name.....

Title.....

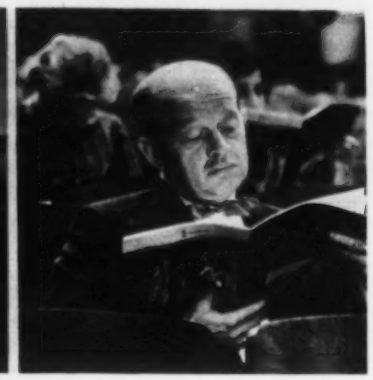
Company.....

Address.....

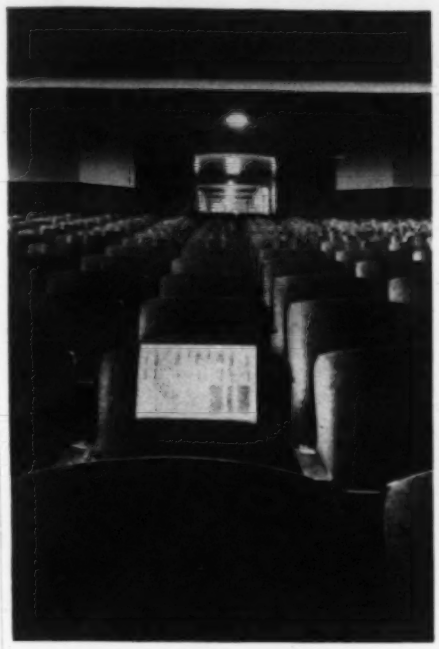
City.....Zone.....State.....

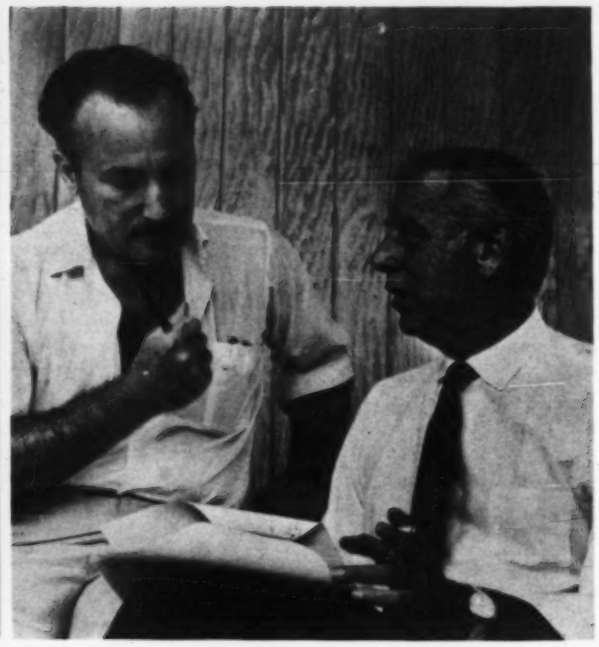
Azerier

Vandivert



White





Cook Whittemore

TEST IN UNION—*With any new magazine, there's a lot of guesswork involved about its reception. Bravo got its test Sept. 25 in Union, N. J. None of its sales staff had ever seen a community concert (at which Bravo is distributed), and there was a considerable amount*

Farm & Power EQUIPMENT

Reaches the type of dealer YOU would Personally Call on

Farm & Power Equipment concentrates circulation only among dynamic dealers with the capitalization, the servicing facilities and the desire to keep pace with modern merchandising methods . . .

Dynamic dealers who work with other above-average dealers in a trade organization . . .

Dynamic dealers who annually sell more than 89% of all farm, light industrial power equipment and allied lines bought in the U. S.

Write for full details.

One Ad Leads To a Campaign in . . .

FARM & POWER EQUIPMENT
The Industry's Merchandising and Management Publication
2340 HAMPTON MISSION 7-3333 ST. LOUIS 10, MISSOURI

Penton Names Maddox

Penton Publishing Co. has appointed Robert S. Maddox district sales manager of *Foundry*, headquartering in Cleveland. His territory will include parts of Cleveland and northeastern Ohio, western Pennsylvania and western New York. Kenneth L. Mountain, district sales manager with headquarters in Cleveland, will continue to cover parts of Cleveland, the remainder of Ohio, with the exception of the Toledo district, and central Indiana. Mr. Maddox, formerly director of marketing services of *Steel*, joined Penton in 1955.

Dean Succeeds MacDonald

Basil Dean, currently vp and publisher of the *Calgary Herald*, has been named to succeed Walter A. MacDonald, who will retire Jan. 31 as vp and publisher of the *Edmonton Journal*. Frank Swanson, editor of the *Ottawa Citizen*, will become vp and publisher of the *Calgary Herald* Feb. 1.

Force Adds Puerto Rico Rums

Force Inc., Paterson, N. J., has been awarded two additional products by Puerto Rico Distilling Co. They are Palo Viejo rum and Ron Llave. The agency has been handling Alcoholado Superior 70, an alcohol rub, for the past year.

WROK Names Salisbury

WROK, Rockford, Ill., has appointed David W. Salisbury general manager, succeeding Joseph B. Kirby, who resigned. At the same time, Maurice P. Owens was appointed assistant manager.

Swain Is Now Swain/Mealer

L. J. Swain Advertising, Whittier, Cal., has changed its name to Swain/Mealer. Jack Mealer, secretary and treasurer, has been with the agency since 1956. Jack Swain continues as president.

THE SAN DIEGO UNION AND EVENING TRIBUNE

of nervousness about what might happen. This is part of the photographic record. In the first picture (above, left), the sales staff members leave from New York—Mitch Azerier, Rod Vandivert, and E. L. White Jr., the ad director; (2) early concert goers at Connecticut Farm High School reading the magazine (which has the program for the concert bound in) in the hall; (3) an early-sitdown type; (4) the auditorium begins to fill; (5) and (6) the audience reading, and fairly oblivious of the camera. The magazine staff was understandably anxious about how many Bravos would go home with the audience. The photographs at left show the single copy that didn't, saddled in an orderly way over a seat back, by a well-trained commuter, and Eugene Cook, onetime Life entertainment editor, and now editor of Bravo, with Arthur (Buck) Whittemore. Mr. Whittemore brings an unusual background to the post of publisher—he's half the piano team of Whittemore & Lowe. The results (confirmed by a visit to Freeport, L. I.) reenforced staff optimism. Bravo carried about 11 pages of ads in the two issues covering the fall half of the concert season. Estimates place the two spring issues at more than 20 pages each.

FOR QUALITY WORK ON
kleen-stik®
Whether you need waterless pressure-sensitive decals or other Kleen-Stik items. Our silk screening is superior. Creative and production facilities. Send now for free samples, estimate.
SCREEN PROCESS PRINTING COMPANY
P. O. BOX 948, WICHITA 1, KANSAS

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

With general merchandise sales totaling more than $154,000,000 last year, San Diego County, California, ranked 36th among the nation's 200 leading counties in that category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	$154,145,000
RAMSEY (ST. PAUL), MINNESOTA	$143,472,000
HARTFORD, CONNECTICUT	$135,033,000
MONROE (ROCHESTER), NEW YORK	$124,496,000
BEXAR (SAN ANTONIO), TEXAS	$117,645,000

SALES ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

Two metropolitan newspapers sell the important San Diego market: The San Diego Union and Evening Tribune. Combined daily circulation is 226,437 (ABC 3/31/61).

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.

REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

"THE RING OF TRUTH" Copley Newspapers

The San Diego Union | EVENING TRIBUNE

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Creative Workshop Tape Recordings Click at Gardner Creative Sessions

To the Editor: I thought it would interest you to know that the six Creative Workshop tape recordings which we purchased are going over with howling success at our agency.

Through this newly available medium, we have been able to bring these great Chicago sessions "to life" for literally *dozens* of our creative people who were not able to attend in person.

I never expected to see a group of writers and art directors sitting in a room for one hour and forty-five minutes listening to a tape recorder (with no other stimulus) in rapt attention, and yet that's what we have experienced here. Believe me, I'm most enthusiastic about this experiment in session taping. I certainly hope you plan to continue it next year . . .

I can't tell you how personally gratifying it is to see the inspiring material that was presented in Chicago brought into our own shop and setting the people on fire here. It certainly increases the mileage of the Creative Workshop, and, I think, is a tribute to all of you who made the program possible.

Theodore O. Simpson,
Administrative Vice-President, Creative Services, Gardner Advertising, St. Louis

This year, for the first time, sessions of the Advertising Age *Creative Workshop were tape-recorded and are available on order. There are eight tapes, each involving approximately two hours of programming. Details of cost and availability can be secured from Evelyn Glardon,* Advertising Age, *200 E. Illinois St., Chicago 11, Ill.*

• • •

He Believes He Originated Pepsi's 'Bounce' Slogan

To the Editor: I was pleased to note the letter in your Oct. 2 issue from Pepsi-Cola's senior vp, Milward W. Martin, approving my earlier comment in these columns (AA, Aug. 7) about another advertiser's usage of the well-known Pepsi-Cola slogan, "More Bounce to the Ounce."

I'm inclined to have a slightly proprietary feeling for that slogan, since I have good reason to believe that I originated the phrase myself and made it available to Mr. Martin's company.

While I fully agree that Pepsi-Cola has every legal and moral right to the exclusive use of this slogan, I believe the following facts indicate that some credit for its creation might be mine.

In August, 1946, Pepsi-Cola Co. ran a contest for its new product, Evervess sparkling water, requiring a last line to this limerick:

"Evervess," cried a husband
named Pete,
"Is a mixer that cannot be
beat.
You save half a dime
On a bottle each time
......"

"There's more bounce in each ounce—what a treat!" was the single entry I submitted. For this line, I received a minor prize of $10. Top award had been $1,000; but I was satisfied with my small achievement in a widely-advertised national contest.

Even later, when Pepsi-Cola adopted virtually the same slogan, I felt no resentment—and I feel none now. After all, I *was* paid for my idea; and, as the contest rules declared: "All entries become the property of Pepsi-Cola Company to be used as they see fit."

Allen Glasser,
Production Manager, Cantor Publications, New York.

• • •

L.A. Creative Writers Back Licensing of Ad Practitioners

To the Editor: Reader Kaatz of Los Angeles writes that licensing of advertising practitioners would endanger creativity (AA, Sept. 25). He must be unaware that the first "advocates here of licenses for 'advertising counselors' "—as proposed by W. C. Chambliss (whom Kaatz did not mention)—were the creative people who are Advertising Writers of Los Angeles.

Mona Lisa in Ad Strikes French Visitor as Inappropriate

To the Editor: The author of this letter is a recent arrival from Paris, France, where he headed a progressive (read aggressive) advertising agency. When out-of-town visitors needed guided tours, he made it a point to spend a few hours at the Louvre.

While engaged in studying the wonderful ways of American advertising techniques from his office near the nation's capital, the Louvre came to him via the pages of the *New York Times Magazine*. The latter topped the former who humbly prides itself in owning a single original Mona Lisa, bought from Leonardo by Francis the First for 12,000 francs. Heller has two. What's more: each has a single chalked in breast punctured by two long nails. In spite of this agony, the copywriters are "sure that even Mona Lisa's smile would have broadened considerably if she had owned a few Twinella fashions in her day" . . .

Maybe some future day when French admen run out of ideas they will come up with a full page close-up of Lincoln with a tie-in copy plugging this message: Ce bon vieux Abraham . . . eez eet tension, stress, upset stomach, indigestion? The humor she eez méchante. Why he no try Calmex? Latest, fastest relief for suffering men and women. Come in handy king-size packages (vive la République!) and they are mild, mild, mild.

Could we sign an unwritten pact and leave classic art in museums and let "knit" wits find inspiration elsewhere?

Qu'en pensez-vous?

Micha,
Silver Springs, Md.

Mr. Chambliss first announced his proposals for attaining professional status before AWLA last April (AA, May 1). His premise was direct. "A profession," Mr. Chambliss stated, "has three basic qualities—a body of lore and/or literature, a body of learning, and an enforceable code of conduct. Advertising has all but the latter." . . .

As Mr. Chambliss proposed, definitive codes would be formulated *by advertising practitioners*—not by possibly uninformed, even hostile, outsiders. The codes would then be presented to *state* legislatures for solidification into law. Advertising practitioners would administer (or counsel the administrators of) this law. Establishments not unlike state bars would come into being. The supposed need for federal intervention into advertising would thus no longer exist. Freedom of expression and creativity for mass persuasion would be protected by the same law(s) that outlaw its abuse.

AWLA found these and other details of the Chambliss proposals very heartening. We voted our full support for the man and his program . . .

Al Powers,
Treasurer and Operation Chambliss Chairman, Advertising Writers of Los Angeles.

• • •

Harwood Not His to Sell

To the Editor: As a business man involved with developing the sale of Canadian whiskies in the U. S.—particularly Carrington's Canadian and Canada House—I was amused at a small bit of misinformation that crept into your otherwise excellent review of the Canadian whisky competitive situ-

N.Y. Diabetes Assn. Thanks AA For Aid in Finding Public Service Ad Help

To the Editor: In your Sept. 4 issue you very graciously printed a letter in which an appeal was made for public service advertising assistance to support the New York Diabetes Assn. and its program of growth and development.

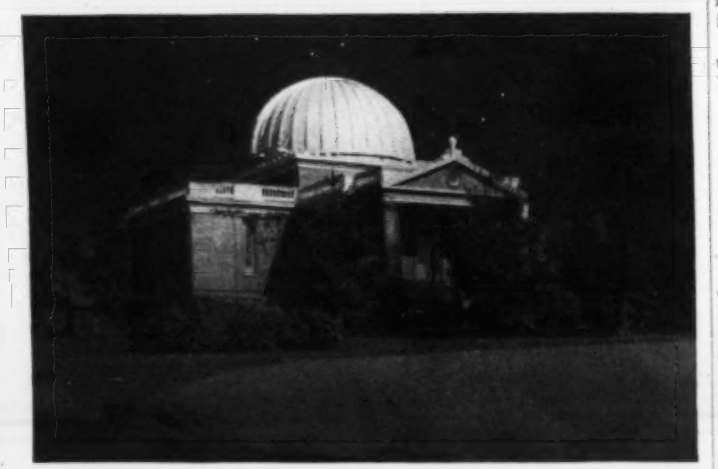
The responses to this appeal far exceeded our expectations and were most heartwarming. Among those from whom we received public service offers was L. W. Frohlich and Co. They hastened to assure us that agencies are anxious and willing to assist organizations such as ours and within a matter of a few weeks their key executives met with us to begin formulation of our future promotional plans.

We are profoundly grateful for the additional support of our needs you gave us through the editorial in Advertising Age which brought the happy association that we now enjoy with L. W. Frohlich & Co. We also wish to publicly acknowledge our gratitude to those other agencies and individuals who so generously and enthusiastically responded to our plea.

On behalf of the New York Diabetes Assn.'s board of directors, their Clinical Society and those thousands of diabetics whom we seek to serve, I wish to thank all of you for wanting to help our Association to make our contribution to a healthier community where diabetics are detected, treated and controlled.

Irving Graef, M.D.,
President, New York Diabetes Assn.

Gazing at the STARS ★ ★ ★ ★ ...with Our Feet on the GROUND



No boom and bust city is Cincinnati. Public and private visions of greatness become realities, for here is money to pay for them. It's the savingest town you ever saw, with or without a telescope. And the thrifty enjoy substantial luxuries along with generous necessities. What newspaper do they read? The Post and Times-Star is first trading zone choice every day by 63,000 plurality. And 43% of all families just won't be wheedled into buying a second daily. Open your purse a little more, and see what Cincinnati drops into it!

7 out of 10 Cincinnatians read the Cincinnati POST Times-Star

★

Largest Circulation of any Cincinnati Daily

★

Greatest Coverage of Highest Income Groups, as of *all* Groups.

★

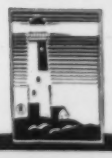
43% Read No Other Daily

★

One of the nation's lowest Milline rates

★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.



ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department SCRIPPS-HOWARD Newspapers

Advertisement

Woman's Intuition is not necessary, for women *and* men in the business know that you can boost sales in the Sweet Vermont Market with just one order, one bill, one buy—THE VERMONT ALLIED DAILIES. This six-newspaper group blankets the part of Vermont where 93.9% of the state's $652 million buying power originates. Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures)

ation in your Oct. 9 issue.

I would have been delighted to have been the owner who sold the Harwood brand to Seagram's. Unfortunately, this was not the case. Had your reporter checked an appropriate source, he would have found that although I represented the Harwood Selling Organization in this country from 1947, alas, it was not mine to sell, and the brand was purchased by Seagram's from United Distillers of Canada Ltd.

I would appreciate it if you would make mention of this correction in a forthcoming issue so that all of my acquaintances and friends in the liquor business will stop congratulating me . . .

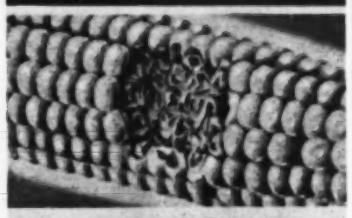
Harry M. Silver,
President, Carrington & Co. Ltd., New York.

• • •

Denture Get the Point?

To the Editor: The enclosed, which appeared in the *New York Sunday News'* *Coloroto Magazine* Oct. 1, is surely a candidate for the "Advertising We Can Do Without" department

DENTURE WEARERS
EAT
ANYTHING!



ORA-FIX®
Holds dentures fast . . . all day!
ORAFix
Use Ora Denture Cleanser, too!

Perhaps we should be grateful that Ora-Fix did not see fit to illustrate a competitor's product failing to hold dentures fast . . . all day!

Martin Grove,
Assistant Director of Public Relations, WBAI, New York.

• • •

What the Well Dressed Adman Will Wear This Winter

To the Editor: The attached 1" advertisement offering authentic suits of armor and other medieval battle paraphernalia appeared in our September, 1961, issue.

Sidney Wiston, the advertiser,

AUTHENTIC SUITS OF ARMOR
and Chain Mail in Superb Condition. Decorative Weapons, Crusader Swords, Battle Axes, Helmets, Cross-Bows, Dueling Pistols, etc. Attractive RENTAL BASIS with Free Delivery and Pickup in 50 mile radius of N. Y.
SIDNEY WISTON
1052 Wright St. VA 5-8390 N. Valley Stream, N.Y.

has told me that he has received over 200 inquiries as a result of this advertisement—and they are still coming in.

Looks as though the days of chivalry are not dead!

Homer Guck,
Eastern Representative, *Display World*, New York.

• • •

Megatane Eclat Didn't Spark in Northern Michigan, He Says

To the Editor: You expect more from Ted Bates . . . and you don't get it!

In what can be described as one of the most colossal timing booboos in petroleum marketing history, Bates broke the Megatane Rating System for gasolines late in September (AA, Sept. 18). Rosser Reeves and Friends obviously don't know that you have to fuel oil the people some of the time.

So, while Standard, et al, are hitting the fuel oil market at a season when their dealers and distributors can profit from it, Mobil dealers and distributors are being romanced with Megatane and are stuck with the same old, tired Mobil-heat programs that have been in existence since the Year One.

As announced in ADVERTISING AGE, Mobil introduced the Megatane program to its dealers in a series of meetings across the country. They did it beautifully. The company simply has to be congratulated on a very stirring and dramatic set of meetings. The one I attended in Traverse City was one of the finest of its kind I've seen.

But Bates made the Megatane mistake and romance faded, faded, faded away. The great announcement program outlined for all of Northern Michigan had all the substance of the sound of smoke. At announcement time, no advertising materials were available to dealers. At the dealer meeting, great handclapping, whistling and foot-stomping greeted news that a schedule of some 21 tv shows were going to be used to back up the dealers and distributors. Not one was used in our market area, probably the result of Bates' much-too-clever media buy.

Finally, weeks later, materials were made available to us.

And, these materials included live radio copy in which the announcer is supposed to say: "We say the higher the Megatane rating the better the gasoline."

Now, there can be only two possible reasons for the use of the "we" in live radio copy. Either the copywriter at Great Bates doesn't know his craft or the "We say" is necessary to weasel-word the claim. If this latter is the case then Bates is providing the anti-advertising fraternity with more ammunition and it ought to be held accountable for the disservice it is doing to us all.

The lack of dealer advertising materials and the lack of support from national advertising media during the Megatane introduction certainly doesn't say much for Bates' respect for that most vital group, the people who Fill 'er Up.

Fortunately, in this instance, our agency was able to be of service to our local distributor. The stories on Megatane which appeared in ADVERTISING AGE were tremendously helpful. We did our own local version of the Megatane introduction, and what's more, I believe we did a better job of it than Ted Bates!

But this is small comfort to Mobil dealers in other areas, left in the lurch with no dealer advertising materials, no national advertising and with gasoline to promote at fuel oil time.

But then, as "we say," the higher the Megatane Rating the harder they fall.

Harden W. DeView,
President, Harden DeView Advertising, Traverse City, Mich.

St. Anthony MESSENGER
Reaches Choice Homes and Heavy Spending Families
JAN. ISSUE CLOSES NOV. 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4, Ill.
Telephone HArrison 7-7176
NATIONAL CATHOLIC FAMILY MAGAZINE

All business revolves around the American banker

that is why bankers are prime targets in a thousand advertising campaigns

In today's many faceted business complex, as illustrated above, the fact of banker participation is ever present. His role in the American economy is unmatched by any other segment of the business community, and his influence upon the expenditures, plans and financial affairs of individuals and corporations makes him a prime target in every advertising campaign designed to promote the sale of products requiring financing, or to add prestige to a corporate image.

Banks and bankers also represent a tremendously important market for materials, equipment, services, insurance, securities, etc. in their own right. And by their example and counsel they influence the selection and purchase of a myriad of items ranging from stocks, bonds and automobiles to sites for the erection of new manufacturing plants.

More banks and firms advertise in the AMERICAN BANKER to develop better bank relations than in any other medium in the country. Reading this newspaper is a regular part of the business day for some 60,000 business executives in banks that account for more than 93% of the deposits of the banks of the United States. No other publication has as large a voluntarily paid, unsubsidized circulation among so many banks and bankers.

May we show you how the AMERICAN BANKER can aid your promotional plans...how it is helping others.

American Banker
The Only Daily Banking Newspaper 32 STONE STREET, NEW YORK 4, N.Y.
It's the news that makes it different and preferred

Along the Media Path

"How to Spend $250,000,000 a Day," a study on how advertising works and helps to make buying decisions, has been published by **Chemical Engineering**, McGraw-Hill Publishing Co., 330 W. 42nd St., New York 36. Requests for copies should be directed to Hugh Sharp.

• **WGBH-TV**, Boston, educational station, resumed broadcasting two days after being burned out in a $1,500,000 fire. The city's three commercial stations, **WHDH-TV**, **WNAC-TV** and **WBZ-TV**, made available their video tape broadcasting equipment, enabling the station to beam its classroom courses to New England schools.

• **WDAS**, Philadelphia, has established WDAS Charities as an auxiliary welfare agency for Philadelphia's Negro community.

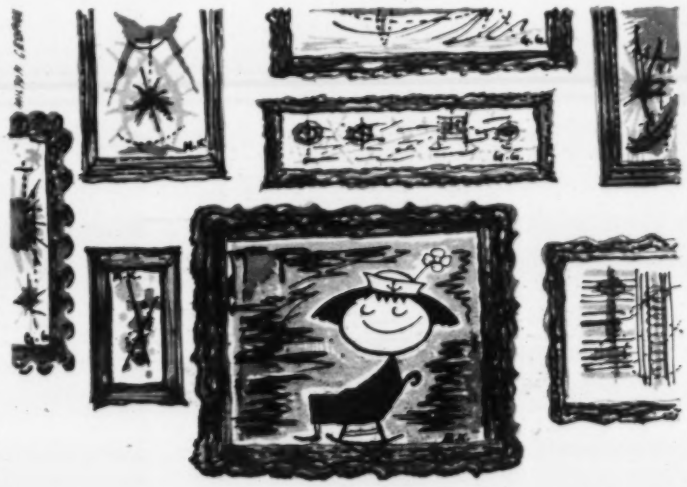
• The role played by advertising in the growth of an industry was highlighted by **Coal Age** in its golden anniversary issue in October.

• A pocket-size media selector which shows which magazines reach the highest per cent of families with children, the most mothers and the most fathers, is available from **Parents' Magazine**, 52 Vanderbilt Ave., New York 17.

• A newspaper supplement devoted exclusively to children's literature will be published Nov. 12, as part of the **Chicago Sunday Tribune.**

• A four-page brochure, "Research Services," outlining advertising and market research that it has available, has been published by **Metalworking**, Cahners Publishing Co., 221 Columbus Ave., Boston 16. #

SEEING DOUBLE—*In a recent issue of Home Furnishings Daily, these two ads, prepared by different agencies, were placed without the foreknowledge of either. The ad for Osrow Products (left) was prepared by Gamut Inc., Garden City, N. Y., and the ad for TV Guide was prepared by Gray & Rogers, Philadelphia.*



WITH MEDIA SELECTION
BECOMING INCREASINGLY MORE COMPLICATED
YOUR NO. 1 BUY IS STILL
KEWB
NATIONAL REPRESENTATIVE: THE KATZ AGENCY, INC.

Here's still another slant on the right way to buy San Francisco. The top four radio stations are Independents, right? Right! (See Pulse or Hooper). By much? Wow!

Take KEWB and the other two in the top three. In Pulse,* these stations produce 49.8% of the audience, total rated time periods, while the three network stations total 18.4%. Hooper* says these same three top Indies deliver 52.8%, the nets 17.7%.

No 'whistling in the dark' – just KEWB's consistency . . . all year, every year!

*PULSE, July-Aug. '61 HOOPER, Aug-Sept. '61

CROWELL-COLLIER BROADCASTING CORPORATION

A SOUND CITIZEN OF THE BAY AREA

OVERSEAS SYMPOSIA—*Rogers Publishing Co., Denver, will launch the first of a series of overseas symposia for engineers served by Design News and Electrical Design News (EDN) next January when some 30 automotive design engineers visit nine European plants. Here G. A. Walker (right), director of idea-exchange programs, points out the route to E. S. Safford, Rogers president.*

• A "survival kit," containing rations for seven evenings of television viewing, made up of 17 different food items, including whale meat, smoked sparrows, turtle soup, Polish pickles and candy, was sent to advertisers and agency personnel in New York and Seattle by **KOMO-TV**, Seattle.

BIGGEST BUY—*In what is described as the largest advertising purchase ever made by a San Diego tv station, station XETV is using this tri-vision outdoor bulletin in four locations to promote its programming. The board works on the principle of the venetian blind, with the representation of the tv screen continuously changing to show different pictorials. Teawell & Shoemaker is the agency.*

• "Tucson & **KVOA-TV** . . . Growth Unlimited," charting the growth of Tucson, with a population that has nearly doubled within the last two decades, has been published by Avery-Knodel, 720 Fifth Ave., New York 19.

• "Operation Entertainment" is the title of a new promotion by **WIP**, Philadelphia, with plans for listeners to attend theater productions, sporting events and night clubs as guests of the station. Station listeners will be guests of on-the-air personalities at these entertainment spots.

Advertisement

IT'S ALWAYS VACATION TIME in Vermont! And the money tourists spend in this 4-season vacationland helps keep Vermont a Sweet Market. With one order, one bill, one buy, you can beam your sales message through the six key dailies that blanket the area where 93.9% of the state's $652 million buying power originates. For details, write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

Campbell's New Items Bow

Campbell Soup Co., Camden, N.J., will use newspapers and spot television to promote a refund offer on its new Swanson meat pies, now being introduced nationally. The company will also launch a campaign in food service trade publications in December for seven new institutional products—vegetable soup, chicken noodle soup, clam chowder, beef stew, chicken stew, chili beef stew and barbecue beans. Leo Burnett Co., Chicago, is the Swanson agency; Batten, Barton, Durstine & Osborn is handling the institutional campaign.

Prescott-Hull Names Three

Prescott-Hull Advertising, Denver, has been named to handle advertising for Redfield Gun Sight Co., Denver; the western sales division of Spencer-Safford Loadcraft Inc., Augusta, Kan., maker of fallout shelters; and Budget Rent-A-Car of Colorado, licensee for Colorado, Wyoming, New Mexico and Oklahoma.

Can't Fool Buyer, Safeway VP Tells Packaging Probe

Consumer Will Seek Best Buy, King Says; Co-op Asks Rules

WASHINGTON, Oct. 26—The Senate subcommittee which is investigating deceptive packaging was assured this week that the food industry has no intention of deceiving the housewife.

Safeway vp J. Arnold Anderson told investigators: "We doubt that our customers can be hoodwinked often or long." He said, "We know—from sales experience—that customers make choices, and that products, brands and particular packages which are deceptive or which do not represent fair values when compared with competitive offerings, soon disappear from the market place."

In its second set of hearings on packaging and labeling questions, the subcommittee, headed by Sen. Philip Hart (D., Mich.), listened to "middlemen" this week—food chains, independents, private brand distributors, researchers. It was told repeatedly that today's supermarket food system demands packages that carry the manufacturer's sales message, and that package design is determined by appeals that will "make the item jump off the shelf into the shopping cart." *(See also "In Washington," Page 119.)*

■ Roy King, editor of *Food Field Reporter*, told the subcommittee: "The purpose of the container is to sell at the point of purchase. And the front panel of the package is its most important selling feature. No one has a right to restrict the manufacturer from making his sale. No one has a right to interfere with the sales message by dictating its package placement."

Mr. King said that as one of the spokesmen for the food industry, he questions the value of treating the consumer like a child. Contrary to the view of consumer witnesses who appeared at the subcommittee's July hearing, Mr. King said, the consumer should be expected to take the time to determine the "best buy." "These computations involve a grade school knowledge of arithmetic. The incentive: An opportunity to save money."

He charged that Sen. Hart has neglected to examine the consumer's responsibility to herself to read labels carefully. "If the consumer uses rationality as the basis of shopping decisions, she cannot be fooled," he said.

■ Two researchers assured the investigators that today's packages are planned to please shoppers. "Americans spend 90% of their income for psychological satisfactions," Louis Cheskin, of Louis Cheskin Associates, Chicago, told the subcommittee. "To outlaw packaging with its design and color is to outlaw our way of life."

If a package says it contains 8 oz., but only contains 7 oz., he said, the seller is unethical. "But when a package is used to embellish the product to promote its sale, we have a fine product in a deserving package.

■ "What happens if an inferior product is packaged attractively?" he asked. "What happens if a vulgar, unpleasant woman is beautifully groomed? The answer is the same for both. One experience with the product and there is no second date. After one date with the woman there are no more dates."

Only the witnesses from Greenbelt Consumer Co-operative were firm in recommending new legislation. They stressed the difficulty their food stores experience in maintaining stocks of standard-size products. They suggested that the Secretary of Health, Education and Welfare have authority to issue standards regulating the sizes of containers that can be used for foods.

The co-op, which does a $20,000,000 business in its 11 supermarkets, seven service stations and six pharmacies in the Washington-Baltimore area, reported four "objectionable" practices: (1) Constant reduction in size in such small quantities that the consumer is unaware of the change; (2) lack of standard sizes and terms making comparisons difficult; (3) small or hidden labeling, and (4) incompletely filled containers or deceptive packaging. #

AUTO PARTS—*Ford Motor Co. is pepping up its institutional advertising program with a series of 16 ads in magazines. None of the ads will show a complete auto, only specific features of quality and maintenance ease. Kenyon & Eckhardt, Detroit, is the agency.*

Income Profiles of 100 Top Markets in New IRS Report

(Continued from Page 1)

began two years ago, with test runs for a handful of markets. When the sampling technique had been perfected, Internal Revenue decided to go ahead with the plan for 100 area tabulations.

The 33,900,000 returns received from the 100 standard metropolitan areas reported $192.5 billion of "adjusted gross income" on their tax forms. The five biggest areas—New York, Los Angeles, Chicago, Philadelphia and Detroit—turned in more than a third of the returns and accounted for more than a third of the adjusted gross income.

■ The New York metropolitan area had 1,626 returns in the "over $200,000" adjusted gross income bracket, and another 5,031 between $100,000 and $200,000. New York also had 269,838 in the $10,000 to $15,000 bracket and 78,855 from $15,000 to $20,000.

More than 1,500,000 of its 4,300,000 returns were in brackets making up the $10,000 to $5,000 groups, while more than 2,400,000 were under $5,000. Of $25.9 billion of adjusted gross income, $3.2 billion was reported by people in the $10,000 to $15,000 bracket, and almost $10 billion by the five brackets from $5,000 to $10,000.

■ Adjusted gross income reported by ten top markets were: New York, $25.9 billion; Los Angeles, $15.1 billion; Chicago, $14.6 billion; Philadelphia, $8.2 billion; Detroit, $7.9 billion; San Francisco, $6.3 billion; Boston, $5.1 billion; Pittsburgh, $4.6 billion; Washington, $4.3 billion; and Newark, $4 billion.

Last Minute News Flashes

Lightolier Inc. Names Sudler & Hennessey

NEW YORK, Oct. 27—Sudler & Hennessey has been tapped to handle the $600,000 advertising account of Lightolier Inc., manufacturer of commercial and residential lighting fixtures and lamps. Edgar E. Peck, a vp, will be account supervisor; account executive will be Robert Siegler. Ben Sackheim Inc. is the former agency.

Matson Navigation Names D-F-S; Other Late News

• **Matson Navigation Co.** has moved its account, billing about $1,000,000, from Fuller & Smith & Ross to the San Francisco office of Dancer-Fitzgerald-Sample.

• **Chas. D. Briddell Inc.** has named C. J. LaRoche & Co., New York, to handle advertising for its Carvel Hall cutlery. Towle Mfg. Co., Newburyport, Mass., a client of LaRoche since 1957, acquired control of Briddell last spring. LaRoche last week announced acquisition of the $1,000,000 account of Buena Vista Distribution Co., distributor of Walt Disney movies.

• **Wyler & Co.**, Chicago, manufacturer of packaged soups, soft drink mixes and dehydrated vegetables, has appointed Campbell-Mithun, Chicago, to handle its advertising, effective Jan. 1. Wyler, which became a division of Borden Co. earlier this year, has been billing about $240,000. Campbell-Ewald Co., Chicago, the current agency, picked up Wyler last spring from R. Jack Scott Inc., Chicago (AA, May 29).

• **Robey Smith,** who has been exec vp and West Coast manager of Cole Fischer Rogow Inc. since 1957, will join the executive staff of Wade Advertising in Los Angeles Oct. 30. At the same time, the western division of J. J. Newberry Co., department store chain, will follow Mr. Smith from Cole Fischer to Wade. Mr. Smith has handled the Newberry account for five years.

• **Paul J. Currier,** formerly advertising production manager of Purolator Products Inc., has joined Regina Corp., Rahway, N. J., manufacturer of the Electrikbroom and other floor-care equipment, as advertising manager, succeeding David Gardner, who resigned Sept. 1.

• **William T. Todd,** who rejoined Geyer, Morey, Madden & Ballard several months ago, has been named creative director of the Chicago and Racine offices. Mr. Todd was first with the agency as a copy director in 1948-'49, leaving to become a copy supervisor at Kudner Agency, a post he held for ten years. After leaving Kudner he freelanced until rejoining Geyer.

• **R. Jack Scott Inc.,** Chicago, has added five new accounts during the past two weeks, with total billings of about $500,000. They include Turtle Wax Inc., Exchange National Bank, Gerage Foods Co., Halter's Pretzels Inc., and Kolor-Bak division of Consolidated Royal Chemical Corp. All are Chicago companies except Halter's, which is in Canton, O.

• **Franklin G. Sisson** has been named station manager of WWJ-TV, Detroit, succeeding James Schiavone, recently named general manager of both radio and television stations. Denman F. Jacobson succeeds Mr. Sisson as station manager of WWJ, and Nestor A. Sibbold succeeds him as sales manager of WWJ.

• **Channel 13, Indianapolis,** would be awarded to WIBC Inc., under a 4-2 FCC decision today. Since 1957, Crosley Broadcasting Corp. has operated WLWI on the channel, but the award was reconsidered after the court of appeals questioned participation of Commissioner T. A. M. Craven, who had not heard oral argument in the original case. FCC tentatively ordered WLWI terminated at 3 a.m. Nov. 30, but court appeal is still available.

• **Kubiak, Carpenter & Flanagan** advertising agency has been formed in Chicago by three former advertising managers of General Electric. The new agency had two clients—North American Van Lines (direct mail) and Moore Construction Co., Michigan City, Ind.—as it opened its doors in the ADVERTISING AGE Bldg., 740 N. Rush St.

• **Don Maggini,** vice-chairman of the plans board of Kenyon & Eckhardt, New York, has resigned after 17 years with the agency. He will leave K&E some time in November, but probably won't announce his future plans until after the first of the year.

• **Shell Oil's** all-newspaper drive today appeared to be running out of gas, as the company cut back its newspaper schedule. Only two more ads will run in 1961, "during the next week or two." No substitute media buys are contemplated. The move reportedly is not linked to Shell's philosophy of stagger-schedule newspaper "flights." About $11,000,000 of Shell's $13,000,000 account with Ogilvy, Benson & Mather is for consumer gas and oil *(for another view of Shell's media thinking, see story on Page 12).*

• **Vick Chemical Co.,** a division of Richardson-Merrell, New York (Morse International), will run a spot radio push of minutes in about 50 markets, starting Nov. 6, for Vicks cough drops. Another cold remedy, Candettes throat lozenges, a product of Chas. Pfizer & Co., has begun a spot radio campaign the week of Oct. 23 to run about 14 weeks in 60 markets. Print also will be used. Ted Gotthelf Associates is the agency for Candettes.

• **Don Kemper Co.** will make several top level personnel shifts, effective Nov. 1. A. E. (Gene) Staley III, former vp and marketing director of Arthur Meyerhoff & Associates, who joined Kemper earlier this month, will assume the post of exec vp in the Chicago office, following the resignation of Robert Hilton, who has joined Lilienfeld & Co. as vp in charge of marketing. Mr. Hilton has been exec vp of all three Kemper offices. Phelps Johnston, who joined Kemper as a vp in 1960, will join the creative services department of Leo Burnett Co. Nov. 1. Mr. Johnston's successor is expected to be announced next week.

• **Young & Rubicam-Noble,** Mexico City, has dropped Johnson & Johnson and Hellman's mayonnaise, due to anticipated product conflicts arising out of last month's merger (AA, Sept. 18). J&J went to McCann-Erickson, Hellman's to Grant Advertising. It has also lost Canada Dry in Mexico to Publicidad Stanton. The agency has acquired Anderson, Clayton Co. from McCann, and in Puerto Rico, Alcoa Steamship and Co-op Supermarkets. After Jan. 1, it expects to pick up Clairol for Central America, Puerto Rico and Venezuela. Foote, Cone & Belding will retain Mexican advertising for Clairol.

• **Fletcher Richards, Calkins & Holden,** Los Angeles, has been named to handle Airways Rent-A-Car System, which has been out of advertising for a year. Previous agency was A.D. Starr Inc., Honolulu.

Florida Citrus Reappoints B&B

(Continued from Page 1)

and the final ballot approved B&B that way.

Commissioner Frank Chase told the meeting he "kept a scoreboard" on the four finalists, and "I didn't find 5% difference between the agencies." Bruce Skinner, chairman of the commission's advertising committee, agreed: "If each agency did what it said it would do, I think I could draw straws and not make a mistake."

■ Yesterday's screening saw four people from Campbell-Ewald, four from Bates, seven from L&N and four from B&B take turns presenting ideas—and answering 39 questions—before the commission in a closed meeting. B&B's session was the longest, two hours and 45 minutes; Campbell-Ewald's took a little more than one hour.

Benton & Bowles made what was termed an "important" move by bringing along some merchandising help in the person of Austin Johnson, a vp and merchandising expert who is with B&B's marketing development department. Said Chairman Robert Lusk later: "In our first presentation we did not stress merchandising as much. This time we gave merchandising suggestions."

It was understood that Bates traveled a similar route yesterday.

The agencies thereby followed up an Oct. 16 pronouncement by Key Scales Jr., commission chairman, who said citrus men should tie their consumer advertising program "more closely to in-store merchandising, so that we may get maximum benefits from both."

■ There has been speculation that the commission ultimately may seek to boost its per-box taxes on certain citrus produce, thereby creating a new merchandising kitty for that express purpose.

Interest in the in-store picture on the part of the commission, which has a merchandising department of 56 field men, seemed to have been spurred by presentations in that direction by Keyes, Madden & Jones, and by Kastor, Hilton, Chesley, Clifford & Atherton, both semi-finalists. #

'Detroit News' Names Clark to Succeed D. R. Merrill

Peter B. Clark, secretary and assistant to president Warren S. Booth, will become vp of the Evening News Assn. and assistant publisher of the *Detroit News* Nov. 1. He will succeed D. Roy Merrill, who is retiring after 56 years with the *News*. Mr. Clark becomes No. 2 man in the corporation, which owns and operates WWJ am, fm and tv stations, in addition to the *News*.

Two other appointments will take effect at the same time. Richard M. Spitzley, vp of facilities-planning, becomes a vp, planning and secretary. Richard B. Wallace, a director, and currently president of Nylok-Detroit Corp., becomes assistant treasurer. All three represent the current generation of descendants of James E. Scripps, who founded the *News* in 1873.

Conti Adds Two Accounts

Conti Advertising Agency, Ridgewood, N. J., has been named to handle advertising for Molecular Dielectrics, Clifton, N. J. The company was formed by the consolidation of Electronic Mechanics, Clifton; Mykroy Inc., Chicago; and Mykroy Mfg. Co., Andover, N. J. The company's mica are sold under the names Mykroy and Thermica. Conti also has been named to handle advertising for U.S. Switch Corp., Hicksville, N. Y.

D'Arcy, Marsteller, Compton Move Abroad

(Continued from Page 1)

ton agency billed $80,000,000 last year. It has nearly 850 employes in four offices.

D'Arcy Advertising

■ D'Arcy Advertising announced an alliance with a major French agency, Synergie Publicite, and the formation of a separate company known as Synergie-D'Arcy, effective next month.

For its first client the new agency will have Gerso S.A.—a new company being formed by Gerber Products Co., a D'Arcy client, and a French canner, Les Fils William Saurin—to process and market baby foods in France.

D'Arcy has had a wholly-owned Mexico City subsidiary and a Toronto office since 1941. This is the agency's first move overseas and its board chairman, Robert M. Ganger, said today it would be followed, within six months, by additional overseas expansion.

Synergie-D'Arcy is "officially a corporation but essentially a partnership" in which the two agencies have equal interests. The agency's board of directors includes Mr. Ganger as president; Henri Henault, president of Synergie, who is vp of the new company; Emile Morando, managing director of Synergie; Harry W. Chesley Jr., D'Arcy president; and Frank Weber, D'Arcy exec vp.

■ Formation of the new agency was announced jointly in New York by Mr. Ganger and Mr. Morando, who is spending several weeks touring D'Arcy's U.S. operations. Headquarters of Synergie-D'Arcy will be at 31 Rue E. Courcelles, Paris.

Mr. Ganger said that the new company "differs from the usual U.S.-European ad agency affiliation in that we have not set up a 'corresponding agency' arrangement, nor merely bought out a small European agency to give us an outlet for advertising designed and written here."

Synergie was founded 29 years ago by Mr. Henault (the name was conceived from the Greek "syn" meaning "with" and "ergon" meaning work force and is translated as "cooperation"), has more than 200 employes and is estimated to bill about $10,000,000, placing it among France's top four. Its major account is Rhodiaceta, a synthetic fiber producer, billing more than $2,500,000.

It originally had strong ties with French textile interests but now services some 60 accounts. It has a marketing research subsidiary, Synergie-Roc, one of France's major market research organizations.

■ Mr. Ganger said today that his agency is currently involved with about six other clients who are contemplating overseas expansion and emphasized his desire to enter the European Common Market in strength. He added that the expansion is being made primarily to service D'Arcy's present account structure, and secondarily to seek new business.

In any further moves, "wherever we go the D'Arcy name will be second and the agency we join up with will be first," he stated.

D'Arcy was founded 55 years ago and last year billed an estimated $80,000,000. It has 800 employes. Mr. Ganger said today that the agency is the 12th largest in the U.S. and expects to have a 15% growth in 1961.

■ In stressing the need for U.S. advertisers to have a "fully-staffed French agency with complete services," Mr. Ganger pointed out that Gerber, which he said has more than half the U.S. baby food market, will have to use entirely different marketing techniques in France. While the approach has been through the supermarket and food store here, it will be through the doctor in France.

Marsteller Inc.

■ Marsteller Inc. plunged into the international advertising and public relations business by establishing operations in London, Brussels and Geneva.

The agency, which earlier this month shortened its name from Marsteller, Rickard, Gebhardt & Reed, has acquired a minority interest in Roles & Parker Ltd., London, an industrial advertising agency. In turn, the British agency has bought an interest in Marsteller.

In Brussels, a new agency, Marsteller (Belgium) S.A., has been organized as a joint venture with Bodden & Dechy, a Belgian agency.

In Geneva, an overseas subsidiary, Marsteller International S.A., has been established to coordinate European operations and to seek new business. The new office has a staff of three at this time.

■ Burson-Marsteller International has been set up to handle overseas public relations. It is an affiliate of Marsteller International S.A.

In addition, William A. Marsteller, agency chairman, said negotiations are "well along the way" to establish operations in West Germany and France.

Harold Burson, named president of Marsteller International S.A., will continue as president of Burson-Marsteller Associates, the agency's pr affiliate, and as treasurer of Marsteller Inc. His office will remain in New York.

As part of the English transaction, Mr. Burson will be elected to the board of Roles & Parker; and H. T. Parker, R&P chairman and managing director, will be named to the Marsteller board.

Roles & Parker, at 22 Red Lion St., was founded in 1952. It has more than 200 employes, and is estimated to bill between $5,000,000 and $7,000,000. Among its accounts are Reed Cartons, Midland Silicones (an associate of Dow Corning Corp.), Spencer-Bonecourt-Clarkson (subsidiary of Babcock & Wilcox) and Decca Radar.

Roles & Parker will be responsible for servicing Marsteller clients operating in United Kingdom markets, and Marsteller International will coordinate English and American activities.

■ The Belgian operation will service industrial clients in Benelux countries. Bodden & Dechy, founded in 1896, employs about 150 people and numbers among its American clients Bell & Howell, Du Pont, Frigidaire, IBM and Hoover. Fernand Hourez has been director general since 1941. He is president of the European Assn. of Direct Mail. Stephan R. Salomon, a senior account executive at Bodden & Dechy, has been assigned to the Marsteller (Belgium) operation.

Mr. Burson explained the thinking behind the Marsteller moves. He said it was decided to expand overseas (1) as a defensive move because clients were going abroad, (2) because of the growth of the European Common Market, and (3) because of the faster rate of advertising growth abroad.

Next decision for Marsteller was whether to establish affiliations, open its own offices, buy an existing agency or stock in one, or establish a joint venture with an operating European agency.

Affiliations were turned down, said Mr. Burson, because "anybody can get an affiliate who's got the price of an airmail stamp, and it's worth just about that."

■ Opening its own offices presented cost and manpower problems for which the agency was not equipped; buying an existing agency, or stock in it, was found to involve "astronomical figures."

The joint venture was decided upon for England, and from "a philosophical point of view," Marsteller wanted a minority interest in order not to be accused of a "takeover." In addition, the agency didn't want total management responsibilities.

Mr. Marsteller said a separate company was opened in Switzerland because "we believe this is where our greatest potential lies." He referred primarily to some 175 American companies which make their European headquarters in Geneva.

The Marsteller agency was founded in 1951. It has offices in New York, Chicago, Pittsburgh and Toronto. It has about 225 employes in the U.S., and billings are estimated at more than $10,000,000. A specialist in industrial, farm and financial advertising, Marsteller clients include Armco Steel, Rockwell Mfg. Co., Clark Equipment Co., Babcock & Wilcox Co. and divisions of General Motors and Humble Oil.

OVERSEAS SIGNUP—*Barton Cummings (right), Compton Advertising president, and Nowell Nixon, head of Australia's N. V. Nixon Pty., are shown preparing to sign the document which will form Nixon-Compton Pty. Ltd.*

NL&B OPENS MONTREAL OFFICE; 2ND IN CANADA

MONTREAL, Oct. 24—Needham, Louis & Brorby, Chicago, has opened a Montreal office at 615 Dorchester St. W., its second Canadian office. At the same time the agency established a French service department. Gerard Normandin, formerly French creative director of McKim Advertising, heads the new office as director of French service.

NL&B also elected two members of its creative department in Chicago—Donald J. Dickens, assistant director of copy, and Franklin C. Johnson, assistant director of art—vps. #

Jack Lee Joins WPRO

Jack Lee, formerly general manager of WAKY, Louisville, Ky., has been appointed general manager of WPRO, Providence, owned by Capital Cities Broadcasting Corp. He succeeds Daniel P. Weinig, who has been named assistant to the president of WPAT, the Paterson, N.J., radio station recently acquired by Capital Cities.

FM Broadcasting Offers Station Group in 30 Markets

CHICAGO, Oct. 24—A revamped FM Broadcasting System is now selling time on its "network" of 35 fm stations in 26 markets.

FM Broadcasting, a wholly-owned but independently operated subsidiary of Keystone Broadcasting System, an am transcription network, was formed one and one-half years ago to promote group sales of fm stations, at the urging and guidance of the National Assn. of FM Broadcasters. At that time, each fm station had an option to join.

About six months ago, FM Broadcasting severed connections with the association and began limiting its affiliates to fm stations in about 30 top markets. It was decided that "only stations in the larger markets have the facilities to promote themselves" and thereby benefit FM Broadcasting as a whole, John Hartigan, national sales manager of the company, said.

FM Broadcasting System is not a wired network. It is an affiliation of independently programmed fm stations. It does not include any simulcast stations—those that duplicate am program logs.

■ FM Broadcasting has been offering its new group of stations for sale to advertisers since Oct. 1. No sales have been made yet, but some interest has been shown, Mr. Hartigan said. The network generally will be sold in its entirety, although advertisers with limited distribution will be able to buy only part of the group. It is being promoted as an expedient for media buyers—with "one order, one contract and one bill."

The fm group will be offered at a discount, Mr. Hartigan pointed out. The open rate is $364.50 for one minute one time in the 26 markets. #

Ketchum, MacLeod Names Two; Moves New York Office

Byron Chandler, formerly with J. Walter Thompson Co., has been named media manager of the New York office of Ketchum, MacLeod & Grove, succeeding Joel Davis, who has joined Ted Bates & Co. David C. Baker, formerly with Batten, Barton, Durstine & Osborn, has been named a copywriter in Ketchum's New York office.

Ketchum, MacLeod will move its New York office Oct. 27 to quarters in a new building at 733 Third Ave.

Newspaper Promotion Needs More Research, Tschudy Tells NNPA

LANSING, MICH., Oct. 24—The need for more comprehensive research was the underlying theme of the 17th annual conference of the National Newspaper Promotion Assn.'s central region, which ended here today. In addition to a full morning devoted to the subject, research in its various forms cropped up in every session of the two-and-a-half-day meeting.

Deeper research is particularly needed for general advertising promotion, according to Herbert O. Tschudy, executive director of the Iowa Daily Press Assn. Agencies want to know more about the newspaper and its city, he said, adding that an agency can place advertising with more success if it knows more about each medium and what framework each can provide for the advertising.

Mr. Tschudy pointed out that in competition at the buyer's desk, the bread and butter statistics used traditionally by the advertising salesmen are not enough to make the sale. These statistics are necessary, he conceded, but "the picture must be broadened greatly to get over a comprehensive newspaper picture."

This "broadening of the picture," he added, lies more in the area of the promotion department than the advertising department, because the promotion manager and his staff are skilled to take in a wide view of the whole community and its relationship to the newspaper.

■ C. R. Taylor, of the Hearst Advertising Service Detroit office, said that never, in his experience, have the agencies and clients in Detroit been more concerned with research. He stressed that Detroit is interested in types and quality of circulation rather than just numbers.

Mr. Taylor said that newspapers now face their greatest challenge in retaining their percentage of automobile advertising budgets because of the work the other media are doing. He cited, as one example, a $25,000 presentation that a national magazine prepared for a single customer in Detroit.

■ In the research session today, W. A. Strong, publisher and general manager of the *Beloit Daily News*, emphasized the value of a research program which can be turned to good use by a newspaper's promotion department. Stewart R. McDonald, of the *Waukegan News-Sun*, reported on a survey by his newspaper which uncovered, among other things, that Chicago newspapers do not have a significant influence in the Waukegan market.

■ George Neustadt, head of the New York research company bearing his name, told the convention that advertising promotion, tied in with retail linage studies, could produce increases in retail space. He cited figures based on a nine-city study of department store advertising in newspapers that showed, for example, that men's suits linage was high the first part of January, suggesting that advertising promotion at that time include men's suits as well as traditional January white goods.

■ The convention elected Paul S. Hirt, *Chicago Sun-Times* and *Daily News*, president for 1962, succeeding John F. Newman, *Battle Creek Enquirer & News*. Other new officers are John W. Yuenger, *Green Bay Press-Gazette*, 1st vp; Harold C. Fildey, *Lansing State Journal*, 2nd vp; and J. R. Hudson, *Des Moines Register & Tribune*, secretary-treasurer. #

Top Editors Honored

Two News Items in a Single Week Help Explain the Editorial Vitality of Advertising Age

AA Editors Bernstein and Crichton Earn New Kudos and Recognition for Outstanding Service

S. R. Bernstein

BOSTON, Oct. 16—Sidney R. Bernstein, vice-president and editorial director of Advertising Age, whose "able editing has made this the leading publication in its field and has significantly broadened the marketing outlook of American advertisers and businessmen," is one of nine elected to the 1961 Distribution Hall of Fame by the Boston Conference on Distribution.

The other eight: Herbert Hoover, former president of the United States; William S. Beinecke, president, The Sperry and Hutchinson Co.; Howard T. Lewis, professor of marketing emeritus, Harvard Business School; Neil H. McElroy, former Secretary of Defense, now chairman of the board, Procter & Gamble Co.; Edward R. Mitton, president, Jordan Marsh Co.; D. Maynard Phelps, professor of marketing, University of Michigan; Sol Polk, president, Polk Bros.; and Elmo Roper, founder, Elmo Roper Associates.

John Crichton

CORONADO, Cal., Oct. 20 — John Crichton, editor of Advertising Age, is the unanimous choice of the selection committee to succeed Frederic R. Gamble as president of the American Assn. of Advertising Agencies. He will join the Four A's as president-elect on Jan. 15, and will take over the reins from Mr. Gamble following the annual conference of the Four A's early in May.

What makes a publication outstanding and sets it apart and far ahead of others in its field? People! People like Bernstein and Crichton and all the men and women of AA's versatile and talented editorial staff whose combined experience and professional ability produce a publication of the caliber and excellence of Advertising Age. And these editors, writers, reporters and correspondents are everywhere, covering all the important places and events where advertising and marketing news is taking place — New York, Chicago, Los Angeles, London, Lakeland, Fla. It is this ingredient — the right people — plus a well defined editorial purpose, physical resources, "know-how," firm editorial integrity and independence — which account for Advertising Age's recognized position as one of the world's most influential business papers.

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Burkhart Tells OAAA of 5-Point 'Full Maturity' Program for Outdoor

(Continued from Page 1)

showings for uniform package sales.

"If we are to compete with other media," he said, "we must combine to sell markets as they do."

• **Operations:** Improve equipment and standardize materials and applications. "Advertisers buy outdoor advertising on a national basis and the national product is actually a combination of the individual products of 700 companies," he said.

• **Education:** Direct education at the industry's four publics: advertising buyers, the general public, legislators and the industry itself.

"In the long range area of education, we must develop a program at college level that establishes outdoor advertising as an integral part of the advertising system," he said.

• **Legislation:** Develop a positive program that starts with acceptance of regulation.

"Our problem is not prevention of legislation, but the assurance of intelligent, constructive regulation in the interests of the general public and the industry alike," he said.

• **Local sales:** Work toward easier local tie-ins in all markets.

"We should continue to work with OAI or any of our members who are undertaking sales projects at the national level," he said.

Outdoor's future looks bright, he said, "because the basic force that creates value to the outdoor advertising medium—the circulation of people through markets—is growing at a fantastic rate. Total vehicle miles in America have jumped from 200 billion at the end of the war to 720 billion last year. Forecasters predict it will go to one trillion, 277 billion yearly by 1980."

Specifics on the program will be detailed at a series of area meetings to be conducted in 1962.

■ In other convention actions, members approved:

• Launching a "buy a car now" promotion to be conducted on an industry-wide basis from Jan. 22 to Feb. 22, 1962. Outgrowth of a program originated by General Outdoor early this year, the new program promises to generate a million dollars of contributed and tie-in posting to boost spring car sales.

• A motion picture film aimed at telling outdoor's role to zoning and planning boards and the general public.

• Design of a series of posters to improve the image of outdoor advertising.

Officers elected at the meeting were: Chairman of the board—Harry O'Mealia Jr., O'Mealia Outdoor Advertising, Jersey City; 1st vice-chairman—W. A. Schmid Jr., North Texas Advertising Co., Ft. Worth; 2nd vice-chairman, Philip Tocker, Waco Outdoor Advertising, Waco; treasurer—Donovan M. Olson, General Outdoor Advertising Co., Chicago; president—Mr. Burkhart; administrative vice-president: Karl L. Ghaster Jr., Chicago; secretary—D. W. Vanderwater, Chicago.

The Myles Standish Award for distinguished service to outdoor advertising was given to Edward C. Donnelly Jr., president, John DonneHy & Sons, Boston, for his leadership in developing a superior method of posting and for his efforts "to improve public relations of the outdoor medium through public education."

■ Patrick H. Gorman, director of advertising of Jos. Schlitz Brewing Co., urged all segments of the outdoor industry to unite in solving the basic problems of the field.

Mr. Gorman charged that the outdoor field has done little about solving some 12 basic problems, which range from making it easier for customers to buy standardized poster showings to standardizing discounts.

"The simple fact is that almost all your competition—the other media, radio, tv, magazines and newspapers, those which compete for the advertising dollars—have met and solved these same problems," Mr. Gorman said.

"They are continually refining the techniques of information development. They are continually making it easier for an informed customer to buy their wares. It is about time you did, too.

■ "To those of you who may feel that I am somewhat presumptuous in suggesting that you join hands with your competition for the advertisers' dollars, I can only point out that since your medium would be one part of a marketing program which is single-minded in purpose, you are involved in a common effort with your competition, and the degree to which your medium aids in furthering the sale of the advertiser's product is directly related to the extent to which the various media perform a united job."

Mr. Gorman urged that local merchandising activities be increased by operators on an individual basis. Complaining that the wide use of painted bulletins has become "almost prohibitively expensive," Mr. Gorman asserted, "There is just as great a need for the establishment of uniformity in painted bulletins as there is for posting." He added that research is vitally needed in the painted bulletin area.

Turning to outdoor's "image," Mr. Gorman said, "What you need to do is to establish and reaffirm over and over again that it is an efficient, economical selling medium, and a medium which must remain of prime importance in an advertiser's consideration.

"Certainly, there must be case histories of all sorts, the country over, of advertisers who, not being able to afford much else, began their introduction of their products to the public via outdoor because it was inexpensive."

■ The outdoor field must voluntarily develop improved techniques and innovations, not just because customers encourage them, according to Ray Weber, advertising manager of Swift & Co.

"You are sorely pressed on several fronts, particularly in the areas of public and government relations," Mr. Weber said. "I think you've got to go into battle as a united industry, and stop bickering about 'how we used to do it back in the dim, distant days of a couple of years ago.'

"You've got to get off your old green latticed plants and get your nuclear sales missile off the pad. It takes advanced thrust, as Mr. Foote's good agency says for Buick. With the most merchandisable medium in advertising, you need new ideas in paint, panels and point of sale. But most of all, you need initiative and team work and a united forward-thinking industry to get the government and the public on your side."

'DIGEST' CRITICISM 'NO SURPRISE': BURKHART

HOLLYWOOD, FLA., Oct. 26—Charles B. Burkhart, OAAA president-elect, today commented on a criticism at outdoor advertising in November *Reader's Digest*. He said, "It is no more correct to include the advertising displays of the OAAA than it is to attempt to place all magazines or all newspapers in the company of disreputable yellow sheets.

"The members of OAAA operate only standardized poster panels and painted bulletins. They maintain a high standard of ethics and operating practices and locate in urban areas and business and industrial locations. We, too, oppose indiscriminate placement of signs and any defacement of scenic areas—and we deplore the continuance of that form of journalism which continues to attack the outdoor advertising medium by applying the tactics of guilt by association."

Emerson Foote, president of McCann-Erickson, said, "I firmly believe that most, if not all, of the attacks currently being made on outdoor advertising are prompted by the narrowest of special interests and are unfair on their face. I don't think the medium has earned the barrage of criticism which small-time thinkers exercising their wits in big-time media hurl at outdoor." #

INSTITUTIONAL—*Microdot Inc., Pasadena, uses the news story technique and a smattering of Russian to advertise its own products specifically and the defense industry generally. This b&w page appeared in the Oct. 23 issue of Aviation Week. Carson/Roberts is the agency.*

Metlis & Lebow Affiliates With Stahl, Lewis & Patton

Metlis & Lebow Corp. with offices in New York has affiliated with Stahl, Lewis & Patton Advertising with offices in Los Angeles, Chicago and New York. The New York staff of Stahl, Lewis has moved into offices adjacent to those of Metlis & Lebow at 200 W. 57th St. Lewis in turn has established a staff in Los Angeles in the Metlis offices at 6777 Hollywood Blvd. The executive line-ups will remain the same in both agencies. At Metlis & Lebow, Stanley Lebow is president, Sandford Metlis, exec vp and Steve Jackson senior vp. At Stahl, Lewis, Charles N. Stahl is president, Don Lewis exec vp and George Patton vp.

Both agencies report they bill in excess of $2,000,000. Main accounts at Metlis include Clesco Corp., Tenax Inc., Great Eastern Mills, Dale Dance Studios, and Seldon Shirt Corp. At Stahl, Lewis, major accounts are Vic Tanny Inc., Bootonware Dinnerware, E. J. Korvette's Kor-Val vitamin division, and the Coraloc division of E. L. Bruce & Co.

Warren Petroleum to F&S&R

Warren Petroleum Corp., Tulsa, Okla., subsidiary of Gulf Oil Corp., has appointed Fuller & Smith & Ross, Chicago, to handle its consumer advertising, effective Jan. 1, 1962. Grant Advertising, Chicago, presently handles the account.

Penton Won't Issue 'Steel International'; Cites Cost of List

DETROIT, Oct. 26—Penton Publishing Co. has dropped plans to publish *Steel International*, a monthly metalworking magazine that was scheduled to make its bow in January, 1962.

R. C. Jaenke, Penton president, confirmed today that the company had notified agencies and prospective advertisers of the change in plans. To date, 51 companies had committed for advertising space.

Mr. Jaenke said one of the chief reasons for the decision was the "exorbitant" cost of building and, particularly, maintaining a foreign distribution list. He emphasized, however, that there were other important considerations besides distribution.

"After months of the most careful and painstaking labor," he said, "we now have an excellent list of 17,000 free world metalworking plants. The cost of building this list has been exorbitant. Maintenance will be equally difficult and costly.

"We seriously question our ability to do this," he added, "within the rate structure we have established for *Steel International*."

■ Mr. Jaenke, who was in Detroit today for the exposition of the American Society for Metals, said Penton felt that, for many reasons, it could not produce a magazine of the caliber it desired. "Consistent with our publishing philosophy, if we cannot publish a top quality product, we would prefer not to publish it at all," he added.

Penton announced its international edition last spring. Chilton Co. followed a few weeks later with an announcement of *Iron Age Metalworking International*, also a monthly publication due for introduction in January.

Richard Groves, marketing manager for the Chilton's weekly *Iron Age*, said *IAMI* will be out on schedule.

Penton's book was to have controlled circulation and only U.S. advertisers. Mr. Jaenke said Penton did not want to solicit advertising from foreign manufacturers, because this would not be "consistent with the needs of our American advertisers or with our desire to help them sell worldwide against all competition.

"We believe our primary obligation is to the companies that advertise in *Steel*," he added.

■ The Penton president also revealed that the "cream" of the circulation recently developed from the international edition will be added to *Steel's* distribution lists effective Jan. 1, with no increase in advertising rates.

Mr. Groves said Chilton has built a circulation list of 22,000 in more than 15,000 overseas metalworking plants. He said *IAMI* circulation will be controlled initially, but will be converted to paid within a year.

Unlike Penton, Chilton plans to solicit foreign advertising, and already has named several sales representatives abroad. Mr. Groves said that the initial advertising breakdown will be 80% U.S. and 20% foreign, but will even out in about five years. #

LaSalle Names 2 Agencies

LaSalle Extension University, Chicago, has named Phillips & Cherbo, Chicago, as agency for its Wayne School and Utilities Engineering Institute divisions, which will bill more than $125,000 this year, and has appointed David Altman Advertising, New York, to handle advertising for its home study courses. E. H. Brown Advertising Agency, Chicago, is the former agency.

Food Men Get Varied Advice on Discounting

CHICAGO, Oct. 24—The National Assn. of Food Chains convention last week was dominated by discussion of two major problems: Growth of discount stores, and increasing government control of the food industry.

While most speakers agreed on the disadvantages of too much government, there were conflicting viewpoints on what to do about the discount house.

■ Fred M. Glass, West Newton, Mass., merchandising consultant, urged supermarkets to expand non-food lines and become discount operations.

"Behind you, you have the threat of supersaturation of supermarkets. Ahead of you, you have the onslaught of the discount department store using food as a drawing card," he said. "It is no longer a question of whether you wish to enter the discount field, it is only a matter of when."

Another view was put forth by Isaac Danzig, vp and treasurer of Gem International discount chain, who advised food stores to operate leased food departments in discount centers.

■ Mr. Danzig said all the Gem food departments are leased to food chains, which operate them under the Gem name. This, he said, gives Gem the benefit of management talent and expert advice over a wide range of merchandising specialties they couldn't get any way else. It also lets the company use its capital to build new stores, since it does not have money tied up in inventories.

Franklin J. Lunding, board chairman of Jewel Tea Co., suggested that "as we go forward in the evolution of one-stop retailing, we will need to be cautious about hastily jumping on whatever boat is in port at the moment."

DISCOUNTERS PERIL SUPERMARTS: JENSSEN

LOS ANGELES, Oct. 24—Discount stores' growth will force a decline in shopping center business, Dr. Ward J. Jenssen, marketing consultant, told the International Council of Shopping Centers here last week.

Dr. Jenssen, described the "hypothetically ideal" discount house as a 100,000 to 150,000 sq. ft. area under one roof with a full-line supermarket and a wide variety of non-food merchandise, serving the customer through a single checkout system.

■ "While relatively few of these exist today," he said, "the few which are in operation have proved highly successful, and increasing numbers of discount outlets will begin to follow this form."

Shopping centers may be able to forestall the decline with increased promotion, he said, but cannot thus insure their continued popularity.

Sara Lee Boosts Daily Budget

Kitchens of Sara Lee, Chicago, has announced a 25% increase in its newspaper budget in the coming year. The company said it will spend more than $600,000 in newspaper advertising this year in comparison to $480,000 in the 1960-'61 advertising year.

Dr. Goss Joins Burdick

Dr. Kenneth Goss, formerly of the medical department of Eaton Laboratories, has joined Dean L. Burdick Associates, New York, as medical director.

McCreary, Midget Among Rubber Giants, Introduces 'McCreary McMileage' Tires

INDIANA, PA., Oct. 24—In the tire business, you either have to be big, or be resilient. One company taking the second route is McCreary Tire & Rubber Co., smallest of the nation's 17 independent tire manufacturers.

McCreary bounced into the passenger car tire field in July, introducing its MC-70 "low-profile" tire. At the same time, the company launched its first unified cooperative advertising program in its 17-state market east of the Mississippi. So far, more than 200 dealers have participated.

Highlight of the campaign was a two-color spread in the September *Reader's Digest* heralding the "McCreary McMileage" concept. "It's time to throw some light on today's tire market," copy said. "Time for a frank discussion of some current selling practices, and pitfalls to avoid when buying tires."

■ Pitching into cut-rate pricing, McCreary said, "The plain fact is that with a tire—as with anything else—you get pretty much what you pay for." Copy discussed tire grading, pointing out that, "There are no fixed industry standards of quality to go by." In this respect, terms like "first line," "second line," "third line" or "deluxe" tires carry any number of meanings. "Third-line tires are the ones you see advertised in big, bold headlines at extra-low prices."

The only way to tell what you're really buying, McCreary added, is to buy from a manufacturer who makes only first-line tires, the kind usually supplied only as original equipment on new cars. "McCreary is such a manufacturer," and the tire is the MC-70, "now being advertised as the tire that gives you 'McCreary McMileage'."

■ The company said it makes only original equipment and premium grades, and nothing else. It also distributes only through independent dealers, "who have no obligation to sell any particular brand."

As the smallest of the independents (not counting subsidiaries and affiliates of the giants), McCreary says it's in no position to battle the big names with dollars. "For a small manufacturer to succeed," McCreary feels, "he's got to be faster on his feet."

Some of the company's activity derives from an organizational retread begun some two years ago. McCreary built its reputation primarily on truck tires, where dependability and low cost-per-mile traditionally are more important than brand name or initial cost. But with annual sales running something like $10,000,000, the family-owned operation two years ago began revamping its marketing setup, and bringing in new blood.

■ It is still a second-generation affair, headed by sons of the 1915 founder. Harry C. McCreary is president and Ralph W. McCreary is exec vp.

The company looks to growth in the passenger car field as a way of rolling out of a truck tire rut. Earlier this year it named Lando Advertising, Pittsburgh, to conduct a marketing survey. As a result, in April, it named Lando to map the introduction of the MC-70, designed to supplant its long-time Super Supreme as a summer-winter product. Super Supreme, a small steady seller, remains on the list.

Finally, last September, McCreary rounded out the Lando link by naming the agency's director of marketing, William I. Scherb, to a similar post with the company.

■ "This program is only the start," Mr. Scherb said. "The *Digest* ad and the cooperative campaign are not a one-time shot. They were the initial surge to test and see what kind of results we'd get. So far, they've been pretty good.

■ "Now, our problem is to see what kind of sustaining effort we can make. Most manufacturers spend more on advertising than we gross in sales.

"We cannot compete with the larger companies in producing low price products or offering special deals. As a matter of fact, we have chosen to make only first-line and premium tires because these represent better values for both consumers and independent tire dealers on whom we depend for sales. Ours is not a junk tire.

"We have a name-building job to do along with training our dealers in better selling methods, to offset the appeal of the brands which offer low-price merchandise."

To get the dealers rolling, McCreary mapped a cooperative program based on its long-time 50% ad allowance of up to 2% of each dealer's yearly passenger tire purchases. McCreary's own investment went into the *Digest* spread, which has been the centerpiece of some heavy merchandising.

The program includes radio, newspaper and outdoor materials. Ads play up to the catch words, "McCreary McMileage" and "McCreary McMoney." #

Cox, Katona, Parlin Win AMA Paul Converse Awards

The American Marketing Assn. has named three winners of its 1961 Paul D. Converse Awards for contributions to the advancement of science in marketing: Reavis Cox, professor of marketing, University of Pennsylvania; George Katona, director of the survey research center, University of Michigan; and posthumously, Charles C. Parlin, pioneer in the science of marketing.

The awards were made at a biennial marketing symposium at the University of Illinois. Mr. Cox received the award for "The Marketing of Textiles" and "The Economics of Installment Buying," which he edited with Wroe Alderson. Professor Katona, author of "Psychological Analysis of Economic Behavior," was recognized for the University of Michigan studies that "have contributed to a greater understanding of our society and its functioning." The posthumous award was made to Charles C. Parlin, honoring his pioneer studies and techniques he developed as manager of an early marketing research organization established in 1911 by Curtis Publishing Co.

Cooper-Hewitt Sets Push

Cooper-Hewitt Electric Co., Hoboken, N. J., will promote its expanded line of Sperti sun lamps via magazines, network radio and co-op newspaper advertising. Magazine ads will run in *Holiday*, *McCall's*, and *Today's Health*. The company will also sponsor "Arthur Godfrey Time" on CBS Radio. Magazine and newspaper ads will feature a Godfrey endorsement of the Sperti sun lamps, including three new lower-price models to be marketed through drug outlets. John L. Magro Advertising, Cincinnati, is the agency.

OCC Reelects Kron

Arthur A. Kron, president of Gotham-Vladimir Advertising, has been reelected president of the Office of Certified Circulations, international auditing group. Other officers are Arthur B. Whitcomb, *Vision*, vp; and James B. Canel, former manager of the Inter American Press Assn., secretary-treasurer.

Tool Anderson Weinstein Reilly

UP IN THE AIR—*Among participants at a two-day workshop for agencies which have local service airlines accounts were Jean Tool, Tool & Armstrong, Denver; Jay C. Anderson, Farquhar & Co., Utica, N.Y.; Abe Weinstein, Harris & Weinstein, Atlanta; and Phil Reilly, Miller, Mackay, Hoeck & Hartung, Seattle. The workshop, which met in St. Louis, was sponsored by Katzif-George-Wemhoener Advertising, and the ten participating agencies agreed to exchange information and share results of any research projects throughout the year.*

'Emerald Empire News' Is New Daily in Eugene, Ore.

EUGENE, ORE., Oct. 24—A new daily newspaper, the *Emerald Empire News*, began publication here this week after five months as a weekly.

The *News* is published Monday through Friday as a morning tabloid, printed by offset. As a weekly the newspaper reported a circulation of 8,000. The only other daily in Eugene is the *Register-Guard*, an evening and Sunday paper with ABC circulation in excess of 41,000.

■ Eugene, second largest Oregon city, has a population of 52,475. Together with adjoining Springfield, the metropolitan population totals 72,478.

Publisher and president of the Williamette Valley Publishing Co., which owns the *News*, is Claude E. Darling, who reports that the paper is financed entirely by Eugene principals. Alden Munson, former editor of the *Springfield News* and publisher of a New Plymouth, Ida., weekly, is editor of the *Emerald Empire News*. Don Heath, formerly with Cowles Publications, is general manager.

■ Interest in the new publication was heightened last week by "Brown's Business Reporter," Eugene newsletter, which said, "For many years certain Eugene advertising media have closed their doors to prospective advertisers from out of town, especially Meier & Frank, of Salem and Portland. Much of the reluctance of these media at Eugene to accept M&F advertising apparently is based on fear of economic retaliation by local retail merchants who might refuse to advertise in the medium which carried adyertising of this big, growing, highly reputable, and vastly successful Oregon company."

Don Brown, publisher of the newsletter, is also business editor of the new daily.

Portland is less than two hours by freeway from Eugene, and Salem is between Portland and Eugene. #

Dow Theory to Roche, Rickerd

Dow Theory Forecasts, Hammond, Ind., investment advisory services, has appointed Roche, Rickerd & Cleary, Chicago, to handle its advertising.

U.S. Plywood Gets 5-Way Split

U. S. Plywood Corp., New York, is using a spread in *American Home* and a page in *Better Homes & Gardens* in November to promote its Weldwood paneling. In *American Home*, the company worked out a five-way regional split, a departure from the magazine's usual four-way split. Ads promote a special 60-day sale at local Weldwood dealers in which the customer who buys at least four panels of Weldwood receives an $18 discount on a power Skilsaw. The spread in *American Home* is divided into two horizontal halves, the top a color spread showing the Weldwood paneling, the bottom a b&w spread showing the Skilsaw power saw and listing the Skilsaw dealers offering the discount. Kenyon & Eckhardt, New York, is the agency.

Wolf Chili Expands Markets

Wolf Brand Products, Corsicana, Tex., is expanding distribution of Wolf chili into Kansas, Missouri, Tennessee, Mississippi, Alabama and Florida. The company will use radio, outdoor and newspaper advertising, plus color ads in regional editions of *Ladies' Home Journal*, *Life* and *The Saturday Evening Post*. Clay Stephenson Associates, Houston, is the agency.

Fleetway Moves to Detroit

Fleetway Advertising Corp. has moved its headquarters from Chicago to 2338 Dime Bldg., Detroit. The company's national organization also will be expanded to cover seven basic areas from New England to California and regional sales and service offices will be established.

PRIMERO*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

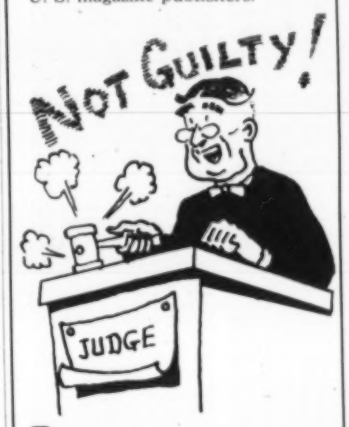
Represented by Allen-Klapp Co.

**PRIMERO means FIRST in Spanish*

FROM
ADVERTISING AGE,
OCTOBER 9, 1961

MAGAZINE SUBSCRIPTION PRICE WAR IRKS ADMEN

NEW YORK, Oct. 5—There is growing concern and some alarm among advertising agencies over the "cut-throat and cut-rate subscription offers" being made by U. S. magazine publishers.



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For desired results . . .

YOU CAN'T MISS WITH THE WESTERN HORSEMAN

Established in 1936 THE WESTERN HORSEMAN is read by Horse Owners, Horse Breeders, Riding Clubs, 4-H Clubs, Junior Horsemen, Livestock Ranchers and Farmers, and Contestants in Racing, Rodeo, and Show Events. It's the leading equestrian publication representing "Who's Who" in the Horse World. If it's intensive interest and concentrated market coverage you are looking for with an atmosphere of undivided attention —THE WESTERN HORSEMAN is your answer.

SEND FOR FACTS FOLDER GIVING YOU MORE INFORMATION ON THIS BILLION DOLLAR MARKET.

The WESTERN HORSEMAN
3850 North Nevada
Colorado Springs, Colorado

ABC PUBLISHER'S STATEMENT
SIX MONTHS ENDING JUNE 30, 1961
120,893

The Advertising Market Place

Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Replies are forwarded daily. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $19.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1961
50,291

HELP WANTED

FREE LANCE for magazine articles on selling, franchising, distribution. Write:
Box 5369, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CIRCULATION DIRECTOR: farm publication field; knowledge of Spanish needed. Good opportunity. Reply to:
Box 5370, ADVERTISING AGE
630 Third Ave., New York 17, New York

PROMOTIONAL COPYWRITER
Like to produce such things as house organs, bulletins, national ads, publicity releases, folders, manuals, sales letters—even speeches and slide films?
LOOK Magazine's Subscription Division in Des Moines needs a versatile, hard working copywriter—quickly! Rapid expansion in our Promotion area means big opportunities for the fellow we choose.
Nice city in 250,000 class—new air-conditioned building—friendly associates—ideal career setup.
Prefer man in 22-30 bracket with some experience in above mentioned areas. Send resume, indicating salary requirements to:
Agency Promotion Manager
LOOK
111 Tenth Street
Des Moines, 4, Iowa

ADVERTISING SALESMAN N.Y.C.
Established weekly seeks salesman experienced in entertainment field. Salary plus commission. **JU 6-6900; ext. 19.**

ADVERTISING AGENCY ACCOUNT EXECUTIVE
Growing Central Ohio agency needs an experienced contact copy man who seeks freedom to put good ideas into effect. He must be able to live with fair but demanding clients and write effective industrial and consumer copy. Position pays well to start, income grows with billing and responsibility. Our employees know of this ad. Send complete resume to
Box 5371, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING WRITER
If you're now an advertising writer with talent and ambition and you're looking for a career opportunity here in Cleveland-Northeast Ohio, "The Best Location In The Nation," you're the man for us.
We're one of the nation's more progressive electric utilities, with an opening on our advertising staff for a creative writer, young and eager, who can prepare a mountain of advertising and sales promotion materials. The future we offer is as bright as you can make it.
We're looking for a man with a college degree and three to five years' advertising experience.
Address your resume to attention of our Employment Office.
The Illuminating Company,
P. O. Box 5000, Cleveland 1, Ohio.

RADIO-TV EXPERT
Aggressive, fast-growing Chicago agency looking for the right man experienced in all phases of radio to head up his own department. Must be willing to prove his talent. Outstanding opportunity.
Box 5372, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MAGAZINE PRODUCTION MANAGER
Leading Chicago business publication needs fully trained production manager. Requires knowledge of all phases of make-up, letterpress and offset printing, and engraving, with proficiency in handling details. Experience necessary. Want man to take over. State experience and salary requirements.
Box 5373, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

A SERVICE
for the articulate ..... and
their cohorts .....
Molene Personnel **105 W. Adams**
ANdover 3-4424 **Chicago 3**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago

HELP WANTED

WANT HIGHER SALARY, better opportunity, security? "NER" reports on hundreds of $7,000-$35,000 job openings monthly. Get free copy. National Employment Reports, 105 W. Adams, 830-G, Chicago 3

A PROFITABLE OPPORTUNITY FOR NEW YORK AREA AGENCY
Sales and promotion executive of Manufacturing Division McKesson & Robbins taking early retirement now seeks consultant producer connection with New York area agency. Experience at Manufacturing, Chain and Retail levels. Have created countless campaigns and promotions.
Box 5386, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

ADVERTISING-MARKETING MAN
Entrust your advertising-marketing job to man with 25 years experience in manufacturing, retailing, advertising agency fields—first hand knowledge of advertising, public relations, merchandising, sales meetings, sales training. Proven planner, organizer, with result-getting follow through.
Box 5374, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIOUS, MATURE SALESMAN WITH BOTH PRINT AND TV SALES EXPERIENCE desirous of opening, preferably with consumer or trade publication. Change in office location will necessitate shift in near future. Has excellent recommendation from present employer. Stable, temperate, hard working, willing to travel.
Box 5375, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

GROCERY MARKETING CONSULTANT
Develope, program, and activate profitable sales, advertising, merchandising. Brokerage supervision and appointments; new product introduction; sales training, analysis, warehousing & shipping. Reasonable fees.
Box 5376, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

VERSATILE
Public Relations-Advertising Executive seeks career position. 11 years industry, ad agency, newspaper, association. Veteran, single, relocate, degree, 34. "J", **P. O. Box 8351, Dallas 5, Texas.**

MARKET RESEARCHER
Current automobile and cigarette studies. Near PhD. sociologist—Member AAPOR. 5 years experience, with good contact, good writing. Married, Age 32.
Box 5377, ADVERTISING AGE
630 Third Ave., New York 17, New York

RETAIL ADVERTISING DIRECTOR
Extensive experience large discount & Dept. store chains.
Box 5378, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

P.R. MAN/MGN. EDITOR now editor tech magazine with prestige readers. Univ. grad: soc. sc., communication.
Box 5387, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WORKHORSE
(Ed., P.R., Photog., Ad C.&I., "Ghost")
JUMPS FENCE . . .
. . . seeking greenery!
Fortyish female, sound of wind and limb, coltish ambition. Now 3½ years in stable of conservative company with slow-track pay-increase-plan, she's champing at the bit.
Solid (neigh, brilliant) educational background—high-hurdle work-record has won 2 prizes in national meets—brain-foals have been bought by big slicks.
Likes heavy load in any or all above fields . . . but wants to carry it for bigger purse and pasture, as soon as she proves herself.
Will start cheap: $625.00 per mo. ! ! !
Box 5388, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

PREMIUM EXECUTIVE
Experienced all phases of premium marketing. Organize direct low cost profitable premium department in dynamic growth Industry. Write for marketing plan, resume.
Box 5379, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HOUSE AGENCY HEAD
seeks ad manager or agency spot. Strong on planning, couponed ads. Earning $15M.
Box 5380, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEED A SPACE SALESMAN?
Broad background in building products and food. Experienced in trade and consumer media. Outstanding, with proven sales record. Seeking opportunity in Eastern area.
Box 5381, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING ASST WITH ACUMEN
Personable, eager, college grad 6 years exp. prod. typography, art background. Seeking a challenge to broaden knowledge.
Box 5391, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

INDEPENDENT REPRESENTATIVES IN OUTDOOR RECREATION FIELD
Independent publishers space representatives wanted for specialized magazine serving outdoor recreation field. Entire Country open; new sales organization now being formed.
Box 5382, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING SPACE SALESMEN
National representation needed for new unique export publication featuring primarily new U.S. products. Experienced, aggressive salesmen (full- or part time) wanted calling on industrial accounts and exporters, in major area. Straight commission, protected territory and accounts, also leads furnished. Excellent potential for imaginative, enthusiastic and persistent salesman. Direct-mail promotion started. Listed in Sept. SRDS. All replies treated in strict confidence.
Box 5185, ADVERTISING AGE
630 Third Ave., New York 17, New York

OUTDOOR ADV. SALESMAN OR BROKER to represent us in their home area. We are producers of 24-sheet posters and displays, both lithograph and silk screen. Send us full particulars.
Box 5364, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED
ADVERTISING REP WANTED
To travel Mo., Okla., Iowa, Kans., and Neb. on a commission basis. Working knowledge of sports will prove helpful. Mail resume of background and qualifications to Johnson Spink c/o **The Sporting News and The Sporting Goods DEALER, 2018 Washington Ave., St. Louis 66, Mo.**

REPRESENTATIVES WANTED

SAILING REPS!
Representatives for new Chicago-based sailing magazine needed both east, west coast. One-design racing experience essential. Straight commission. **One-Design Yachtsman, Inc., 44 E. Superior St., Chicago 11. Phone 337-5335**

REPRESENTATIVES AVAILABLE

PUBLISHERS REPRESENTATIVE
Established Representative seeks additional specialized consumer magazine. New York metropolitan area and East covered out of Madison Avenue Office.
Box 5383, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

TREMENDOUS OPPORTUNITY now to own your own business paper in huge, lucrative field. Easily good for $25,000-$50,000 net for man who knows adv. techniques. Established, going monthly in Milwaukee-Chicago metropolitan-area real estate, construction, home maintenance, allied mkt. Owner time-pressed in other businesses: price under $20M. Repeat: Tremendous opp. All replies held strictly confidential. Write:
Box 5390, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHER NEEDS CAPITAL
Willing to sell 40% interest in an established business publication $15,000
Box 5384, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANT TO BUY TRADE PUBLICATION
Established publisher interested in obtaining another trade publication. Please write or call in strictest confidence. S. **Russell, 487 Broadway, New York 13, N.Y. Canal 6-1454.**

FOR SALE TRADE JOURNAL
Has good position in a 2 billion dollar market. Full price $40,000.
Box 5385, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EDITOR WANTS TO BUY active partnership in going publication.
Box 5389, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Offset printing and lettershop fully equipped. New printing pages, DSJ Vari Typers, IBM typewriters, Elliott Addressograph Equipment, etc. Best offer.
Box 5392, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

ENGINEERS AT HOME ADDRESSES. Over 135,000. Select by types. Lowest rates. **DECISION/INC. 2617 Colerain Ave., Cincinnati 14, Ohio. 681-6800.**

PRIVATE OFFICES FOR RENT
Ground floor, new air-conditioned bldg., near station, private parking area, next to gas station. Furnished or unfurnished; state business and give references. **P. O. Box 97 Mount Prospect, Illinois**

ART DIRECTOR—AGENCY
Ideal for agency that wants larger creative contrib. from A.D. Brings analytical mind to bear on basics. Administrative ability. Crisp indication. Exceptional flair for simplifications. Age 33. Family. Will relocate if nec. Box 106, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

MOVING?
SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation. Edward Swann, Burnham Van Service, Inc., 1634 Second Avenue, Columbus, Georgia.

AGENCY FINANCIAL MAN
offered exciting and rewarding position with leading mgmt. consulting firm specializing in ad agency work. Please don't apply unless you can satisfy *all* of the following requirements (and if you can that rare vocational opportunity to go places and have fun doing it is waiting for you): 1. you are now or have been an agency treasurer or controller, (or asst. treas. or controller of a large agency); 2. you are versatile, ambitious and energetic; 3. you can deal effectively with top management; 4. you are between 27 and 45 years old; 5. you are service minded; 6. you will locate in Chicago. Write (your replies will be handled in full confidence):
Box 107, ADVERTISING AGE
200 East Illinois St., Chicago 11, Ill.

ACCOUNT EXECUTIVE

A MEDIUM-SIZE CHICAGO AGENCY with excellent accounts, we're looking for an imaginative and capable account executive to come in and be an important member of our organization. Ideally (but not essentially), you'll have experience in building materials, home furnishings, industrials, scientific, agricultural—anything else, so much the better. Salary: $12,000—$15,000. Opportunity: what you want to make it by handling present accounts well, helping us develop new business. Please write, fully and in confidence, to:

Box 110, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

SCRIPT WRITERS

Recent promotions have created immediate openings for two experienced script writers with Caterpillar Tractor Co., World's Leading Manufacturer of Heavy Earthmoving Equipment.

Assume full responsibility for creative writing and final production of scripts and meeting guides for sales training and promotional meetings —sound filmstrips—films—visualized talks. Work with artists—photographers—graphic arts and film production staff in Audio-Visual Section.

Must have Journalism degree or equivalent — 2 years' professional writing experience with industrial motion pictures—advertising—radio-TV—magazine or newspaper. Working knowledge of photography desirable.

Send complete resume — work experience — salary requirements to:

J. C. Myers
Technical & Professional Employment
Caterpillar Tractor Co.
Peoria, Illinois

We are an equal opportunities employer

WHERE IS THIS COPYWRITER?

He is presently working in a Chicago advertising agency. He is a seasoned copywriter—with accent on "ideas". He is in his early thirties and has a proven record. He is particularly adept at food and appliance copy. He feels he is entitled to new writing responsibility, greater recognition, higher remuneration.

This is the man we seek. We want him for an important place in a growing medium-sized Chicago agency. We can offer him the opportunity he wants with growth possibilities to match his ability. He will be eligible immediately for participation in the agency's bonus plan. And before too long, in the agency's profit-sharing trust. This man will talk to us first in a letter—with plenty of detail, including salary requirements. Also, if possible, a snapshot of himself. Our organization knows of this advertisement.

ADDRESS Box 105, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED: MERCHANDISING MANAGER

We're looking for that one man who can spearhead a "revolution in retailing" for an already well-established and successful company that has aggressive plans for the future. If you are an idea man with a sound background in consumer hard goods, experience in creating and directing promotions, you may be that man. Background in market research and statistics also helpful. Salary is open. You would be working directly with the VP of Sales.

Box 995, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

POINT-OF-PURCHASE REPRESENTATIVES AND SALESMEN
Visit us at POPAI in Chicago

We will be exhibiting several advertising display specialties including single-faced corrugated display material. These display specialties are now being used by many large national advertisers and we have openings for good live-wire representation in several sections of the country.

If you are interested in increased earnings and good repeat business on display items with little or no competition, write us today for information and arrange to meet with us at our Booth 209-211 at the POPAI Show, McCormick Place, Chicago, Nov. 7-9.

PROGRESS LITHOGRAPHING COMPANY
AMBERLEY VILLAGE, CINCINNATI 37, OHIO
PHONE: ELmhurst 1-1900

COPYWRITING STUDIO
Confidential Work

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication any kind — any medium

the copy shop
MU 3-1455
270 madison/ny 16

MARKETING MAN

Creative Sales Producer

For advertiser or agency. Important experience in package goods; also other industries. Successful 15-year background, now Vice President/Account Supervisor. Plus factors: sound judgment; dedicated to efficiency, greater profits; power to inspire, motivate others—and more. N.Y.C. Box 108, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

FOR SALE

Outdoor Bus Stop Bench Advertising Company operating in 20 Cities. A real opportunity. Owner wishes to retire.

Box 102, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

12 YEARS . . . . PLUS

I offer 12 years experience in Merchandising, Advertising, Sales Promotion, and Sales. Emphasis on creative and administrative ability with the following products as an A/E, Adv Sls Prom Mgr, and Agency owner:

BANKS
BUSINESS MACHINES
COIN-OPERATED DRY CLEANING EQUIP.
COMMERCIAL LAUNDRY EQUIP.
ELECTRICAL SPECIALTIES
FISHING TACKLE
MARINE PRODUCTS
MENS SHOES
MILITARY END PRODUCTS
VARIETY OF RETAIL BUSINESSES

Desire to create, develop and execute all phases Adv. Sales Prom. for aggressive marketeer of same or parallel products. Know markets, product developments distribution. Ultimate aim is to become key merchandising, marketing executive. Age 34. Relocation no problem. Available Nov. 1.

Box 111, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER

This medium-size, growing Chicago agency wants to continue creating some of the best consumer and industrial advertising in the business — with your help. Your talents may be somewhat extended here because our standards are high. But you will meet these standards because you have proved, in several years of agency experience, that you can:

(1) develop sound selling ideas,
(2) give your ideas impact with a sensitive wedding of words and pictures,
(3) write creatively (with craftsmanship),
(4) wrap up every job — complete.

If you have partaken of the whole media melon, including a healthy slice of print, write us right away. We've told our people, so you can tell us **all** in confidence.

Box 115, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

Advertising Space Salesman

One of America's best known business paper publishers has a key spot open now. We need a New York-based salesman with proven ability to sell effectively and creatively. Familiarity with advertising and promotion services desirable, but sales ability first consideration. This is a top company. $150 weekly draw plus good commission arrangement and unusual company benefits. Family man in thirties preferred. Send complete details in first letter.

Box 103, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

DON HARRIS NEEDS:

. . . these medium-to-lower-salary men not in his files.

COPY, print-broadcast. Growing consumer-goods agency $13,500

COPY-CONTACT, industrial. Long-established Midwest Agency ..... $11-$12M

COPY—MERCHANDISING—SALES PROMOTION—Foods, other consumer. Over 10-million agency. Can be in 40's. . . $11M

LAYOUT ARTIST, early 30's, 5-million, smaller-city agency ..... to $9,500

ASSISTANT AE, 1 to 2 years good copy-contact experience. No special product background, but must be first rater. $8,500

DON HARRIS, Director
LOU PAETH, Associate Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson Blvd., Chicago • WA 2-9400

YOUNG EXECUTIVE

A rapidly growing management firm with headquarters in Chicago is looking for an intelligent, hard-working executive, between 30 and 40 years of age, to assume major management responsibility. Our compensation plan represents an opportunity unexcelled for men genuinely interested in their future. Only men whose income is currently in five figures will be considered.

Leadership, organizing ability and drive are essential. If you can show a record of accomplishment, we would like to hear from you so a personal interview can be arranged. Members of our organization are familiar with this advertisement.

Box 116, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

SPECTACULAR ILLUMINATED SIGN AT FAMOUS CORNER HOLLYWOOD AND VINE AVAILABLE NOW

Landmark location for residents and visitors alike. One of largest sign structures in L.A. Faces several miles down World Famous Vine Street . . . covering wide area to South, East and West. Very attractive rental. Contact F. Cronquist, Mgr.

HOLLYWOOD TAFT BUILDING
1680 N. Vine Street
Hollywood 28, California
Phone HOllywood 6-1164

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Our 50th Year

A/E—Agency exp. Industrial Consumer $12,000.
MARKETING ANALYST Consumer only MBA pfd 10,000.
PUBLIC RELATIONS Supervisor Nat'l assn. exp. essential 14,000.
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

NEED WEST COAST REPRESENTATION?

Experienced medium-sized San Francisco advertising agency can be your West Coast office. Complete agency service available. Principal will be visiting Chicago and New York shortly for appointments. Write:

Box 109, ADVERTISING AGE
200 E. Illinois St, Chicago 11, Ill.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

NATIVE BEARER FOR A. E.

Finds engravings, artwork, art directors, copywriters and letter the client sent. Speaks Production fluently, also pidgin media and radio-TV. Experienced and has been allowed near clients by top 4A agencies. Wharton Grad., BS in Econ. 1953.

Box 999, Advertising Age
630 Third Avenue, New York 17, New York

PUBLISHER'S GIRL FRIDAY

Magazine production know-how, all office skills, including shorthand. Good opportunity for responsible, take-charge self starter. Salary open.

Write to: CHICAGO PLAYBILL,
608 S. Dearborn St., Chicago 5, Ill.

Buy ill partner's stock in Los Angeles agency

Profitable, established, adequately financed agency, now billing only $400,000, but with immediate growth opportunity and exceptional creative record, is looking for a strong, hard-working, and very high calibre partner to take over financial administration and account management. The right man, with major league business acumen, to whom pride of accomplishment is of equal importance to profit, can acquire 25% to 50% stock interest at book value, approximately $5,000 to $10,000 investment. Strictest character references exchanged. **Write to Owner, c/o Kevin Craig, 10552-3/4 Eastbourne, Los Angeles 24.**

HERE you can get completely new offices—constructed to your plans—at surprisingly low rental. Space to grow—modern—very handy location. Prestige at low cost.

35 EAST WACKER AT WABASH

McCORMICK BEATTY COMPANY... HA 7-6560

Looking For a JOB?

try the "position wanted" column of Advertising Age's "The Advertising Market Place"

Assistant To Advertising Manager

Unlimited potential for a young man 22-27 who has some college background and a minimum of two years experience with copywriting and related fields, including printing, layout, production, etc. Must be willing and able to assume managerial duties quickly. Located in the North Shore area of Chicago, this $100,000,000 international organization will offer a real challenge to the right man. Send a complete resume.

Box 104, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

CREATIVE HOUSE PERSONNEL

PURELY PERSONNEL

We once ran the 100-yard dash in 10 seconds flat.

But we never won a race.

After many failures, a coach handed us a yardstick. "Keep this as a reminder," he said, "that you're just 36 inches from being a champ."

In advertising, too, the real champions are the ones who know how to go those extra inches, or who take the extra hours, to be great and not just good.

How's *your* track record?

WE NEED A STAR

We've found the end of the rainbow for some great creative star.

A Chicago agency wants us to bring them a man whose campaigns have made advertising history, and whose name would be just as well known on Main Street as it is on Madison Avenue.

Such a man could write his own ticket with this firm with titles, stock options—maybe a partnership.

There are probably only five men in America who would truly measure up to the job we have in mind. If *you're* one of the five, why not write or call us before the other four beat you to it?

Meanwhile, back at the ranch, we have these choice copy spots to fill:

Copy Chief	$35,000
Group Supervisor	25,000
Copy Chief	20,000
Cosmetics gal	20,000
Consumer gal	15,000
Food gal	15,000
Copy Chief	14,000

In addition, we have literally dozens of copy spots in the $8,000 to $12,000 area. Make us feel like a Salvation Army Santa Claus.

But must we beg?

PRESIDENTIAL ELECTION

A Chicago agency wants us to find an account executive who can step into the President's chair. (Not with your shoes on we hope!)

If you've always dreamed of being President, open those big blue eyes and dictate a letter fast. But just make sure you're not just dreaming.

We also need these AE's:

Foods	$20,000
Appliances	18,000
Package goods	15,000
Consumer	12,000

ART ON MAIN STREET

Just as an indication that not all our art jobs are in Chicago or New York, here are some of our current listings for layout men:

Minneapolis	$20,000
Minneapolis	15,000
Kansas City	15,000
Milwaukee	15,000
Tokyo	14,000
Portland	13,000
South Bend	12,000
Richmond	12,000
Grand Rapids	10,000
Boston	10,000

So join Creative House and see the world.

That goes for illustrators, designers and keyliners, too!

HEY, YOU MEDIA PEOPLE!

Must Ad Age put you on *their* free list to get you to read our ads? We've got jobs to fill. Why not send us your resume right after lunch? Say four o'clock, maybe?

PUBLIC RELATIONS

We once ran a notice here that we needed someone in public relations with lobbying experience.

Believe it or not, a former receptionist from Young & Rubicam applied and told us she had worked in their lobby.

Let's not get mixed up this time, kids. Our current PR listings call for the following experience:

Insurance, Automotive, Electrical, Trade Association, Schools, Photographic, Boating.

Most are in the $10,000 to $12,000 area. Any takers?

UNCLASSIFIED ADS

These are too late to classify. But there's a job here for someone. Could it be you?

Billboard Salesman. A steady job for an outdoor man (no hunting or fishing) to sell three-sheets, who doesn't come back from lunch three sheets to the wind.
OPEN

One Girl Ad Dept. A top notions company has a spot for a gal who can plan promotions that sing—but not off key.
$8,000

Package Designer to work full time planning gay boxes for a house that makes party accessories. A fun job.
$15,000

Market Research. A top food company needs a researcher who knows that you don't just make store calls to find someone from Cunningham & Walsh to have lunch with.
$12,000

Personnel Mgr. A Milwaukee company wants a "Coordinator of Management Development" psychologist which, in plain English, means could you hire anything but a bunch of stumblebums?
$14,000

THE VERY END

We're so grateful to so many of you who have written in to say they like our column.

Gosh, oh golly, we even have a fan club in Lincoln, Nebraska.

But, dear friends and gentle people, this is no "column." What you have just been reading is an ad. Although Sid Bernstein pays characters like Tyler, Neff and McMahan untold thousands, we can't utter a peep without paying eighteen something an inch.

So this being an ad, answer it. Just a postcard will bring you our application forms.

And our gratitude.

JACK BAXTER KNOWS ADVERTISING • ADVERTISING KNOWS JACK BAXTER
41 EAST OAK CHICAGO 11 DE 7-0001

SALES PROMOTION MANAGER

Challenging opportunity exists with nationally known growth manufacturer of toiletries, proprietary pharmaceuticals and household chemical specialty products.

The man we require should have at least 10 years' successful experience with packaged consumer goods manufacturers who distribute through drug, department, variety and food stores. This exposure may have been in sales promotion or product management assignments.

Successful job performance requires a very creative, imaginative, persuasive type of person who also is a good administrator.

Reasonable travel from midtown New York City headquarters.

Send resume including education, experience and salary requirements to:

Box 702-B, 55 West 42 St., New York 36, N. Y.

Kids to See Fewer Westerns in BBC Revamp

BBC Says Sports Helped It Outpull Commercial TV; 3rd TV Net Still Pondered

LONDON, Oct. 25—The British Broadcasting Corp. has suggested in its annual report that there are to be fewer westerns in its children's tv programming in the future.

The 170-page report said the supply of animated fantasy, "an essential ingredient in children's programs," has been inadequate for a long time.

But with more films of this type coming from continental Europe, "we should soon be using less American film."

The report pointedly added a word of praise for the horse operas, however.

"This," it said, "is not to decry the appeal of westerns. A broadcast program for children without westerns would be without an audience, too."

Children are "heavy" viewers, BBC reported. Almost half the children in Britain between the ages of 5 and 14 are looking at a tv set any time between 5 p.m. and 9 p.m. on a winter day. But on sunny summer evenings the percentage falls to 35%.

The average duration of viewing (for adults as well as children) is around two hours a day per viewer, the report added.

■ Figures contributed to the report by the BBC's audience research department, which has interviewed 17,000,000 viewers since its founding in 1939, showed that viewers with multi-channel sets devote an average 39% of their viewing time to the state-owned, non-commercial BBC and 61% to the commercial channel.

The total tv audience is now nearly 41,000,000—or 84% of the population.

But competition between the two networks is fierce. There was a big swing during the summer months—July to September—toward BBC television, attracted by sport and film programs.

Saturday afternoon audiences during the period split 83% to BBC and 17% to commercial, with an average of more than 4,000,000 watching BC, as against 900,000 on the commercial network.

On Sunday afternoons BBC kept its lead, with an average audience of 4,500,000 against 2,600,000 for the commercial network. The BBC share of audience was slightly higher than for the same period of 1960.

■ The report did not make a straightforward bid for another television channel, but it said:

"It is important to be able to offer an alternative program. The running of two programs by one planning authority does not mean that 'minority' is automatically balanced against mass.

"The value of a dual program service is that it widens the whole range of programs, thus giving the viewing public more incentive to divide and redivide into so-called minority groups."

The Pilkington committee, a government appointed body under industrialist Sir Harry Pilkington, is now considering the whole future of broadcasting and television in Britain and the pattern it should take. It has been taking evidence from interested persons and groups for nearly a year now.

It is generally agreed that there is to be a third television channel at some time in the future, and the Pilkington committee will decide who is to operate it.

It may give the third channel to the existing commercial tv network, operated by Independent Television Authority and leased out in regions to program contractors who provide the programs and sell advertising spots to finance their operations.

Or it may decide to hand the third channel over to BBC.

■ The likeliest guess is that it will do neither, but in the best manner of British compromise, will hand it to a third and new body. Since every television owner must now hold a license costing $14—most of which goes to BBC and none to the commercial network—the odds are that the third channel will be financed by advertising.

Several observers have suggested that the third channel might be operated by BBC but financed through advertising, in order not to increase the present high cost of a television license.

But this seems unlikely in view of a recent statement by BBC Director-General Hugh Carleton Greene. He said last month: "The BBC is now considering the possibility of setting up local broadcasting stations which could provide a service not only for the towns in which they are situated, but the surrounding districts as well. . .

"More than once it has been suggested that we should run our local stations commercially, perhaps confining advertising to local firms.

■ "In passing I would say that any hope of confining advertising in this way is doomed to failure, since many of the products which a local advertiser might want to advertise are in fact national products. One would quickly be drowned in a sea of conflicting definitions.

"We have set our faces against the receipt of advertising revenue, not from a 'holier than thou' attitude, but because we believe that the acceptance of advertising revenue inevitably curbs one's independence.

"When one says this, the question is sometimes asked how advertising influences commercial broadcasting. I think that the answer lies not only in what goes into commercial broadcasting, but also what is left out. The range of material is reduced." #

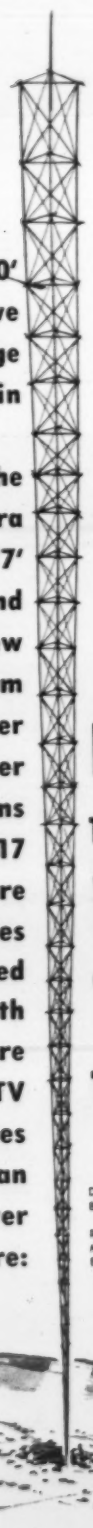
Mr. Lane is no devotee of planned obsolescence

MEET MR. LANE—*Herman Lane, head of Lane Ltd., will follow the lead given by Commander Whitehead (of Schweppervescence fame) in these new ads for his smoking tobaccos (see story on Page 40).*

Tucker, Furbush Elected Meredith Publishing VPs

D. D. Tucker, director of advertising of Meredith Publishing Co., and Frank Furbush, assistant to the president, have been elected vps of Meredith Publishing Co. Mr. Tucker, who was named advertising director in August after serving as assistant advertising director since 1955, is responsible for all advertising sales of *Better Homes & Gardens* and *Successful Farming* and the six *BH&G* Idea annuals.

Mr. Furbush has been assistant to Fred Bohen, Meredith president, since 1945.



1020' above average terrain

the extra 377' and new maximum power transmitter means 3217 square miles added with more TV homes than ever before:

NEW TALLER WOC TV TOWER

SERVING THE QUINT CITIES
DAVENPORT BETTENDORF IOWA
ROCK ISLAND MOLINE EAST MOLINE ILL.

WOC-TV Channel 6

D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager

Exclusive National Representatives
Peters, Griffin, Woodward, Inc.

how to SELL the man from missouri

It's simple . . . SHOW HIM with living 3-D pictures. Stereo talks a language everybody understands.

In today's demanding market, the complete, dramatic realism of full-color stereo carries your message as no other media can. Stereo is always seen—never goes into the wastebasket. Your prospect sees your product exactly as it is—be it buttons or bulldozers—and hears it speak with commanding authority. Design, color, texture, all details and features are reproduced with a "reach out and touch" realism that "reaches out and sells".

Put View-Master Stereo to work for you—write today.

SEND FOR FREE SAMPLE: View-Master product reel and hand viewer. Mail coupon to Sawyer's, Inc., Dept. A, Portland 7, Oregon.

Name_____

Company_____

Street_____

City_____ Zone___ State____

Westport has excellent schools, beaches, moorings and a community club-park.
My charming home has a large living room with fireplace, 3 bedrooms and large studio/bedroom. Cooled by attic fan. 2 baths.
Big 2-car garage, playroom, laundry, sundeck.
High, drained wooded acre, on circle of a dead-end maintained road.
Oversize screened terrace close to dense woods makes a cool living room.
Well worth a visit to Hal Darrow, 38 Highland Road, Westport, Conn. Dial 203 CA 7-7848.

Advertisers in This Issue

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This Week in Washington . . .

FDA Moves Past Health-Safety Area to Crackdown on 'Economic Cheating'

By Stanley E. Cohen
Washington Editor

WASHINGTON, Oct. 26—A new 16-man citizens committee has just been appointed to examine the kind of consumer protection that should be provided by the Food & Drug Administration. Its report is sure to deal with subjects of importance to many marketers.

Until relatively recently, FDA's ability to protect the nation's food and drug supply has been taken for granted. Its reputation as a hard-hitting, crusading regulatory agency dates back 60 years, to the fearless young men of Dr. Harvey Wiley's "poison squad" in the Department of Agriculture.

But the product mix and merchandising practices of the food and drug industries have undergone a vast technological upheaval since World War II. Now FDA finds itself under fire in Congress for tolerating an array of alleged "abuses," ranging from the high cost of drugs to confusing information on cookie labels.

In FDA's early days, snake oil men were palming off worthless drugs on the public, and primitive conditions exposed the nation's food supply to filth and cheating. Before World War II days, when it was dealing chiefly with adulterated foods and dangerous drugs, FDA had smooth sailing. Cases were easy to prove; and the courts had no misgivings about imposing stiff sentences.

■ FDA is also required to deal with a variety of forms of "economic cheating," such as short weight and failure to disclose essential information on labels. In these economic cases—where there are no laboratory tests to establish "truth"—courts have been harder to convince. After losing a series of "slack fill" cases in the early 1940s, FDA determined to channel its limited wartime money and manpower to projects that stood a better chance of producing results.

As staff and budget returned to more normal proportions after World War II, FDA intended to get back four-square into the regulation of labeling. But it was swamped with other problems.

Increased use of chemical additives and artificial colors in foods and cosmetics, widespread use of new pesticides, chemicals and miracle drugs made FDA's job of patrolling the food and drug industries immeasurably more complicated. The problem of protecting public safety was all-absorbing. New packaging and labeling techniques for foods and drugs seemed trivial by comparison.

■ Eight years ago the Eisenhower administration set up a citizens committee to determine whether FDA was keeping up with its assignment. As a result of the efforts of this committee, Congress gave FDA vastly increased authority over food and color additives, pesticides and the labeling of hazardous household chemicals. To assure adequate scientific resources, FDA's budget was doubled and redoubled.

The new review committee just designated by Health-Education-Welfare Secretary Abraham Ribicoff will have to find out whether FDA is moving effectively to handle these assignments. In addition, congressional concern over such problems as high drug prices and deceptive packaging opens a new area for discussion.

Two general kinds of "economic" regulation are at issue right now. As a result of Kefauver committee activity, there are demands for more effective action by FDA to prevent the introduction of doubtful new drugs—costly prescription drugs and over-the-counter "miracle" workers alike.

■ At the same time, the special subcommittee on packaging, under Sen. Philip Hart (D., Mich.), has demonstrated that food labels and packages are often less trustworthy than the consumer may be inclined to assume.

On matters of safety, FDA has massive legal power. But its authority over "economic cheats"—questionable products, deceptive packages and labels, etc.—reflects congressional reluctance to give regulatory agencies decisive authority on matters that may be arguable.

No new drug can be marketed unless FDA is convinced it is safe. But even in the drug field, on matters of effectiveness, Congress resolved all questions of doubt in favor of the manufacturer. Any safe drugs can be marketed even if effectiveness is doubtful. Only after the product is on the market can FDA attack it. And then only by contending that it is improperly labeled since it will not do what the manufacturer claims it will.

At that stage, however, the burden of proof rests on FDA. And the litigation can be difficult and time consuming.

■ Now there are demands that FDA have increased authority to keep doubtful products off the market. Some proposals are simply designed to make it easier to curb the quacks. Others, including several which originated with Sen. Estes Kefauver (D., Tenn.), seek to prevent the introduction of "new" prescription drugs unless they represent an improvement over drugs already on the market.

Even before the Kefauver committee investigations put a spotlight on this problem, FDA technicians were warning that the public isn't getting enough protection. As far back as 1956, William W. Goodrich, associate general counsel of FDA, outlined the difficulties in a speech before the food, drug and cosmetics division of the American Bar Assn., which he titled "Searching for Medical Truth in the Legal Jungle."

■ Earlier this month, at an "anti-quackery" conference sponsored jointly by FDA and the American Medical Assn., Mr. Goodrich reopened the discussion. Scientists and lawyers, he explained, approach the problem of "quackery" from opposite directions. In the laboratory a claim is false until proven true. But in law the medical claim is presumed true until the government is able to prove falsity "by a preponderance of the evidence or beyond a reasonable doubt."

One recent anti-arthritis product contained a combination of acids, which were to be taken along with a laxative and a vitamin.

"Top notch clinical investigators told FDA it was a waste of money to spend good effort testing such an irrational mixture in the laboratory," Mr. Goodrich said. "Yet seven full weeks of trial before a federal judge were needed to hear all that had to be said about that drug before an order was issued against it."

The marketer produced a paper by a university investigator indicating that acids in the treatment might affect the acid-base ratio of the body, and relieve the joints. Three general practitioners testified they used the product successfully. Eight days were used in cross examining these doctors.

■ As a result of the Kefauver investigation, the marketing practices of ethical drug makers have come under a cloud for the first time. Sen. Kefauver believes the industry keeps its prices—and profits—at high levels by introducing a steady stream of new products.

There has been testimony that many of the new products are not significant improvements over those already on the market, and there have been instances of "new" products—advertised in reputable medical journals—which subsequently failed to measure up to promise.

Secretary Ribicoff is stepping adroitly away from some of the remedies which have been sponsored by Sen. Kefauver. But a proposal to give FDA stricter control over new drugs already is being circulated in the administration. In an appearance before the Kefauver committee, Mr. Ribicoff pointed out that laws dating back to 1913 enable the Agriculture Department to prevent the introduction of useless biologicals. "Humans are entitled to at least as much protection as hogs," he declared.

■ FDA also must decide soon whether to ask Congress for additional authority in the packaging and labeling field. Embarrassed by the exhibits displayed by the Hart packaging subcommittee, FDA's field staff started shopping the supermarkets last summer. Commissioner George Larrick was dismayed by the prevalence of short weighting and labeling violations.

Under existing law, a food is deemed misbranded "if its container is so made, formed or filled as to be misleading," and if the statement of contents is not prominently placed with conspicuousness and in such terms as to render it likely to be read and understood by the ordinary individual under customary conditions of purchase and use."

Early next year FDA will be called before the Hart subcommittee to recite its problems in dealing with "economic cheats." Meanwhile, its enforcement of "economic" regulations has perked up When it appears before the Hart subcommittee it will have to be prepared to take a stand: Are new laws needed? Can existing law meet the need if there is a sustained effort to secure compliance?

Gov. Meyner to Appeal FCC Approval of WNTA-TV Sale

The announcement made Oct. 26 by New Jersey Governor Robert B. Meyner that he would appeal the Federal Communications Commission's approval of the sale of WNTA-TV, Newark, to a New York educational group precipitated conjecture in the industry.

Gov. Meyner, who has opposed the sale of New Jersey's only tv channel to an out-of-state group ever since it was announced last June, decided to take legal action when the FCC this week voted six-to-one in favor of the station sale by National Telefilm Associates to Educational Television for the Metropolitan Area for $6,200,000. The dissenting vote was cast by Commissioner John S. Cross, who favored a public hearing of the case.

None of the principals involved seemed able or willing to say whether litigation could delay the educational group's anticipated Jan. 1 starting date.

Jones Heads Mattel TV Ads

Jack Jones, formerly vp and general manager of Musicasting Inc., has been named to the new post of television advertising manager of Mattel Inc., Hawthorne, Cal.

Baxter Davies Gamble

BRITISH VISITORS—*Oliver Baxter and Barry Davies are greeted by Fred Gamble of the American Assn. of Advertising Agencies on their arrival from England for a month's tour of the New York advertising business. The young admen each won a competition sponsored by the Institute of Practitioners in Advertising.*

U.S. Agency Aggressiveness Awes Visiting British Admen; Prefer 'Professional Tone'

NEW YORK, Oct. 25—Any adman contemplating a visit to New York on $10 a day should talk to Oliver Baxter and Barry Davies.

The 25-year-old Londoners completed a month's stay this week. They won the Alfred Bates Awards competition sponsored by Britain's Institute of Practitioners in Advertising. The prize was $750 each, out of which came plane fare of more than $400.

The two Cambridge graduates first roomed at the 34th St. YMCA, but soon moved uptown to a more central hotel. This was convenient to several automats, where the Englishmen became familiar figures.

"We have been hampered by a lack of cash," Mr. Baxter said, with Mr. Davies adding, "We have been tremendously overwhelmed by the hospitality and kindness of Americans and by the way we have been wined—er, martinied—and dined."

■ With the American Assn. of Advertising Agencies acting as host, Mr. Baxter and Mr. Davies visited six agencies in the medium-to-very-large bracket, four media organizations, three publishers, two advertising associations, a public relations organization and a research operation.

They were impressed by the "very much larger and more aggressive" agencies and organizations here but said they preferred the more professional tone of British IPA agencies, which do not solicit accounts, "or at least don't get caught soliciting advertising."

Of the agencies they visited, Mr. Baxter said he was most impressed by Benton & Bowles and the manner in which its research and marketing activities were coordinated with creative work.

Mr. Davies was most taken by the creativity and end-product at Doyle Dane Bernbach, and said he admired the "professionalism" with which DDB worked internally and with clients.

■ The young men said they did not get to see much television here, but nevertheless felt that tv is "one of the few media in which England leads America." They felt that U.S. tv is headed toward the English system, where advertising takes second place to editorial matter, and to some sort of magazine-style programming.

They found American newspapers considerably more difficult for an advertiser to cope with than British newspapers, because they are not national in character. "The best British papers are better than the best of the American," they said. "But the worst—our gutter press—is infinitely worse than yours."

Both appeared disillusioned by the impersonal quality of one of the largest agencies they visited. They were taken on separate tours of this agency, and when they returned to the staging area, Mr. Baxter and Mr. Davies said, they had to introduce the two agency men, who served as their guides, to each other.

■ Mr. Davies was impressed with the "visual importance" attached to advertising, in contrast to ads in Britain, where there is a "heck of a lot more copy."

Mr. Baxter has been in advertising two years. He is an assistant account executive at Greenlys Ltd. and has worked on Alitalia, Idris soft drink, Maws baby products and Abbey National Building Society. Mr. Davies, in the business for a year, is an assistant account executive at S. H. Benson Ltd. and has worked on Dunlop tires, Aquascutum, Austin cars, Linguaphone and Johnny Walker scotch.

Both are married, but had to leave their wives at home.

"I've been getting anguished letters," said Mr. Baxter, adding wryly, however, that "they've been coming from Monte Carlo and Paris." #

'Frozen Food Age' Not Part of Ahrens Purchase

In a report on Hayden Publishing Co.'s acquisition of Ahrens Publishing Co. (AA, Oct. 23), ADVERTISING AGE incorrectly stated that *Frozen Food Age* was one of the Ahrens publications involved. Actually, Ahrens sold *Frozen Food Age* to Frozen Food Age Publishing Corp., New York, in January, 1961. The corporation is headed by A. H. Rosenfeld, president.

Official Films Sales Up

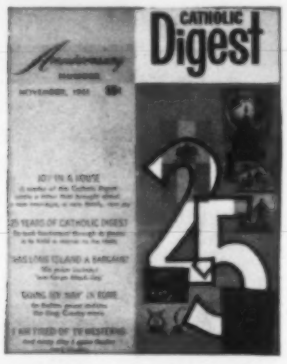
Official Films, New York, tv film distributor, reported at its annual stockholders meeting Oct. 25 that unaudited gross sales for the quarter ended Sept. 30, 1961, were $333,655, up from the $223,854 recorded in the comparable 1960 quarter. Net income, before taxes, was $100,571 in the 1961 quarter, as against $46,147 for the previous year. After provision for taxes, net income for the most recent quarter was put at $54,436. Official paid no federal income tax in the earlier quarter because of a loss carry forward.

Network Radio Sponsors, Agencies

Fourth Quarter, 1961

ABC

William Underwood Co. ..... Kenyon & Eckhardt
A. E. Staley Mfg. Co. ..... Erwin Wasey, Ruthrauff & Ryan
Rexall Drug Co. ..... Batten, Barton, Durstine & Osborn
Luden's Inc. ..... J. M. Mathes, Inc.
National Inst. of Rug Cleaning ..... Richmond Adv. Service



"SPECIAL INTEREST" MAGAZINE OF
AMERICA'S FASTEST-GROWING FAMILY MARKET

Total Catholic households are growing twice as fast as all others — over 35% increase in 10 years, compared to 16.6% U.S. average! CATHOLIC DIGEST, over 750,000 net paid, is edited for thorough family reading . . . contains 25 to 30 articles each month from the world's finest magazine, newspaper and book sources. At $1.75, CATHOLIC DIGEST'S cost per 1000 is one of the LOWEST in the entire magazine field. To sell MORE to *more households*, get all the facts on this special-interest publication.

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Telephone PLaza 3-0828

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Curtis Circulation Co. ..... BBDO
Bristol-Myers Ipana, Mum ..... Doherty, Clifford, Steers & Shenfield
Hudson Vitamins ..... Pace Advertising
Ex-Lax ..... Warwick & Legler
Campbell Soup Co. Soups ..... BBDO
V-8 juice ..... Needham, Louis & Brorby
E. L. Bruce Co. ..... Christiansen Advertising Agency
Food Specialties ..... Charles F. Hutchinson
Magla Products ..... Creative Associates
American Sheep Producers ..... Potts-Woodbury Co.
Sylvania ..... Kudner Agency
General Mills ..... Dancer-Fitzgerald-Sample
Church & Dwight Co. ..... Dunnan & Jeffrey
International Minerals & Chemicals Corp. ..... NL&B
AFL-CIO ..... Furman, Feiner & Co.
Philip Morris Inc. American Safety Razor division ..... Benton & Bowles
Miller Brewing Co. ..... Mathisson & Associates
Christmas Club Inc. ..... Dunnan & Jeffrey
Mennen Co. ..... W&L
Plymouth ..... N. W. Ayer & Son
Thomas Leeming Co. ..... William Esty Co.
Jaymar-Ruby ..... Fladdell, Harris & Brighton
Lennox Heating & Air Conditioners ..... Biddle Advertising Co.
Hastings Manufacturing ..... Keeling & Co.
Bankers Life ..... Phillips & Cherbo
International Parts Corp. Midas Inc. division ..... Edward H. Weiss & Co.
Foster-Milburn ..... Street & Finney
R. J. Reynolds Tobacco Co. ..... Esty

the newspaper that CURLS HAIR FASTEST

This is the story of how a new Orlando advertiser in the hair spray business parlayed his investment 31 times without field salesmen.

■ We noted a "Perform" hair spray ad appearing in another Florida paper and asked our Chicago rep office why the Sentinel Star was not included in the schedule. They contacted the manufacturer and he said, "Find us an outlet in Orlando and we'll place a series of ads in the Sentinel-Star."

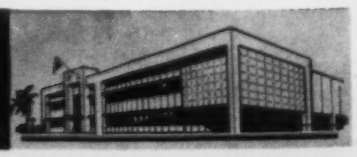
■ We went to work and personally contacted two Orlando drug houses, gave them the "Perform" story and followed up with a letter. Both sent the manufacturer token orders of six dozen each.

■ The first 225-line "Perform" ad placed by United Advertising Companies, Inc., Perform's agency, ran September 25th followed by a short publicity release. Within a week the drug companies had re-ordered ten times. Their orders totaled 1,954 cans of "Perform." That's $2,931.00 worth of hair set moved out of stock at an initial ad cost of $94.50. What has happened to "Perform" in Orlando is remarkable. The product is sold throughout the nation and in Europe too, yet the cost ratio of advertising through sales is, at this point, lower in Orlando than in any other market. The manufacturer's investment was parlayed 31 times.

■ Needless to say "Perform" is increasing its ad schedule in this lucrative Sentinel-Star market area, now Florida's third largest.

MARTIN ANDERSEN
Owner/Editor/Ad Writer/Galley Boy/Hair Curler

Orlando Sentinel-Star
ORLANDO, FLORIDA



GATEWAY TO THE MOON ■ ORLANDO SERVES CAPE CANAVERAL

E. I. Du Pont de Nemours & Co. ..... BBDO
Pharmaco Inc. ..... Ayer
Mogen David Wine Co. ..... Weiss
American Motors Corp. ..... Geyer, Morey, Madden & Ballard
Gospel Broadcasting Assn. ..... R. H. Alber Co.
Churches of Christ ..... Fidelity Advertising Co.
Voice of Prophecy ..... Milton Carlson Co.
World Vision ..... Walter F. Bennett & Co.
Radio Bible Class ..... J. M. Camp & Co.
Assemblies of God ..... Bennett
Billy Graham Evangelical Assn. ..... Bennett

CBS

Abbott Laboratories ..... Tatham-Laird
Amana Refrigeration ..... Maury, Lee & Marshall
Elizabeth Arden Sales Corp. ..... Hockaday Associates
Belton Hearing Aid Co. ..... Olian & Bronner
Corn Products Best Foods div. ..... Guild, Bascom & Bonfigli
Blue Ridge Vitamin Co. ..... Peitscher, Janda/ Associates
Bristol-Myers Co. ..... DCS&S and Foote, Cone & Belding
Burlington Hosiery Co. ..... Donahue & Coe
California Packing Corp. ..... McCann-Erickson
Cat's Paw Rubber Co. ..... S. A. Levyne Co.
Morton Mfg. Corp. Chap Stick Co. division ..... Lawrence C. Gumbinner Advertising Agency
Sperti-Faraday Cooper-Hewitt Electric Co. div. ..... John L. Magro Advertising
Corn Products Co. ..... Lennen & Newell
Cream of Wheat Corp. ..... BBDO
Curtis Circulation Co. ..... BBDO
E. I. Du Pont de Nemours & Co. ..... BBDO
Eastern Products Corp. ..... S. A. Levyne Co.
Ex-Lax ..... W&L
Foster-Milburn Co. ..... Street & Finney
Gansco Products Ltd. ..... McKim Advertising
General Foods Corp. ..... FC&B and Y&R

WTRF-TV STORY BOARD

FOR SALE: Original oil painting by Rembrandt. Never sold, copied or hung. Sealed bids now being accepted for this collector's canvas. A. M. of Rome said: "Fantastico!" P. M. of Paris said "Magnifique!" *"Sette vende!"* Write Joe Rembrandt.

wtrf-tv Wheeling

PRISONER TO FELLOW INMATE: "I was making big money—about a quarter of an inch too big!"

Wheeling wtrf-tv

JUDGE: "You say you want a divorce on the grounds that your husband is careless about his appearance?"
CLAIMANT: "Yes, he hasn't showed up in two years!"

wtrf-tv Wheeling

SIGN at Three Gaynors Bottleneck Bar: "Avoid the rush . . . get your Christmas drinking done early!"

Wheeling wtrf-tv

CHAMPAGNING? Sylvia Dieges of Glass Containers Institute says they have a campaign underway to call the cocktail party a 'glass reunion'. Make mine champagne, the wrath of grapes, and I'll get the 'glass' spirit.

wtrf-tv Wheeling

ENGLISH SOLDIERS and a Texas G. I. were playing poker when the Texan drew four aces. The Englishman on his right opened by saying, "One pound." "Ah don't know how you all count your money, but Ah'll raise you a ton," said the Texan.

Wheeling wtrf-tv

SEVEN SELLS! . . . and that means the big and buying TV audience in the Wheeling-Steubenville Industrial Ohio Valley gets your message from WTRF-TV Wheeling. Let Seven Sell your next advertising campaign . . . just ask our rep, George P. Hollingbery for the specifics. Merchandising? You bet!

CHANNEL SEVEN NB WHEELING, WEST VIRGINIA

General Motors Oldsmobile ..... D. P. Brother & Co.
Chevrolet ..... Campbell-Ewald Co.
Grove Laboratories ..... DCS&S and Donahue & Coe
Gulf Guaranty Land & Title Co. Cape Coral Division ..... Paul Venze Associates
Hartz Mountain Products Corp. ..... George H. Hartman Co.
Midas Inc. division, International Parts Corp. ..... Edward H. Weiss
Kitchen Art Foods ..... Peitscher, Janda
Kitchen of Sara Lee ..... Hill, Rogers, Mason & Scott
Kiwi Polish Co. ..... Donahue & Coe
Liggett & Myers Tobacco Co. ..... Dancer-Fitzgerald-Sample and McCann-Erickson
Mennen Co. ..... W&L
Mentholatum Co. ..... J. Walter Thompson Co.
Mutual of Omaha ..... Bozell & Jacobs
Nestle Co. ..... McCann-Erickson
Pharmaco ..... Ayer
Philip Morris Inc. ..... Leo Burnett Co.
J. Nelson Prewitt ..... Hanford & Greenfield division Hutchins Adv. Co.
Rexall Drug Co. ..... BBDO
R. J. Reynolds Tobacco Co. ..... Esty
A. E. Staley Mfg. Co. ..... EWRR
Sylvania Electric Products, Photolamp division ..... Kudner
Tetley Tea Co. ..... OBM
Time Inc. ..... Y&R
William Underwood Co. ..... Kenyon & Eckhardt
Warner-Lambert Products ..... Lambert & Feasley and BBDO

Mutual

America's Future ..... Bertram Hauser Advertising
Ben-Mont Papers ..... Woodward, Voss & Hevenor
Bristol-Myers ..... DCS&S
Block Drug Co. ..... Gumbinner
Curtis Circulation Co. ..... BBDO
Ex-Lax ..... W&L
Ford Motor Co. ..... JWT
General Nutrition ..... Fairfax Inc.
Liggett & Myers ..... D-F-S
Mennen Co. ..... W&L
Monroe Auto Equipment Co. ..... Aitkin-Kynett
3M Co. ..... MacManus, John & Adams and BBDO
Mentholatum Co. ..... JWT
Pharmaco ..... Ayer
R. J. Reynolds ..... Esty
Sterling Drugs ..... Brown & Crane
Sinclair Refining ..... Geyer
Standard Brands ..... JWT
Sylvania Electric Products ..... Kudner
Rexall ..... BBDO
Jeffrey Martin Laboratories ..... Dunnan & Jeffrey
Scranton Lace Corp. ..... Direct
Show Business Illustrated ..... Direct
Wings of Healing ..... Century Advertising
Christian Reformed Church ..... Stoetzel Associates
Radio Bible Class ..... J. M. Camp Inc.
Voice of Prophecy ..... Milton Carlson Co.
First Church of Christ, Scientist ..... Hoag & Provandie
Dawn Bible Students Assn. ..... Frank & Ernest
Lutheran Laymen's League ..... Gotham-Vladimir
Billy Graham Evangelical Assn. ..... Bennett

NBC

American Motors ..... Geyer
Anderson Co. ..... Reincke, Meyer & Finn
Beltone Hearing Aid Co. ..... Olian & Bronner
Billy Graham Evangelical Assn. ..... Bennett
Bristol-Myers Co. (Ipana) ..... DCS&S
Campbell Soup Co. Soups ..... BBDO
V-8 ..... NL&B
Chap Stick Co. ..... Gumbinner

Radio Nets Find Business Better

(Continued from Page 1)

generally and (2) the number of affiliates signed by the networks is on the increase.

- NBC Radio termed its current fourth quarter "the best in many years."
- ABC Radio claimed sales gains of 30%.
- CBS Radio said its fourth quarter '61 and first quarter '62 will be up "substantially."
- Mutual described the fourth quarter as better, but would not say how much.

■ The affiliate count curve also has been rising. ABC dropped to 287 in 1958, now has 385. CBS Radio has had a more stable family life, but the number there is up slightly, for a total of 207. Mutual, which has traditionally banded together large numbers of small stations, plunged to 313 in 1957, but has moved back up to 471, counting the Intermountain chain of 46 stations.

NBC has 191 affiliates now, compared with 188 five years ago.

Except for news, which most stations are gobbling up in these tense times, it is difficult to determine how important network programming is to affiliates. The trend has long been toward concentration on local programming in preference to what comes over the line from New York or Hollywood.

■ ABC estimated that its average station carries about 28¾ hours of network fare weekly. NBC put the figure at about 25 hours, excluding special events and documentaries. CBS came up with an average weekly figure of 43 hours. There weren't any guesses to be had on this point from Mutual.

Christian Reformed Church ..... Stoetzel & Associates
Chrysler Corp. ..... Burnett
Curtis Circulation Co. ..... BBDO
Evangelical Foundation ..... Wermen & Schorr
Ex-Lax ..... W&L
Ford Motor Co. ..... JWT
Foster-Milburn Co. ..... Street & Finney
General Foods Corp. (Sanka) ..... Y&R
General Motors Chevrolet ..... Campbell-Ewald Co.
United Motors Service ..... Campbell-Ewald
Gillette Safety Razor Corp. ..... Maxon
International Minerals & Chemical ..... NL&B
Liggett & Myers Tobacco Co. ..... D-F-S
Lutheran Layman's League ..... Gotham-Vladimir
Mennen Co. ..... W&L
Metropolitan Life Insurance Co. ..... Y&R
Midas Inc. ..... Edward H. Weiss
Mogen David Wine Corp. ..... Edward H. Weiss
Mutual of Omaha ..... Bozell & Jacobs
Owens-Corning Fiberglas Corp. ..... McCann-Erickson
Philip Morris Inc. ..... Burnett
A. H. Pond Co. ..... Conklin, Labs & Beebe
Reader's Digest Assn. ..... JWT
R. J. Reynolds Tobacco Co. ..... Esty
Savings & Loan Foundation ..... McCann-Erickson
Sinclair Refining ..... Geyer
Sterling Drug Co. ..... D-F-S
Sun Oil Co. ..... Esty
Sylvania Electric Products, Photolamp division ..... Kudner
Time Inc. ..... Y&R
Tyrex Inc. ..... McCann-Erickson
Voice of Prophecy ..... Milton Carlson Co.

PICASSO'S PICASSOS

Photo By David Douglas Duncan

For over half a century, Picasso's art has been standing the world on its ear. But the wily Spanish master never runs out of surprises.

Latest and perhaps most prodigious of these you can see in the October 27th issue of LIFE—the paintings Picasso kept for himself.

Photographer David Douglas Duncan spent six months at Picasso's villa on the French Riviera, photographing more than 500 paintings and drawings, just published in book form by Harper & Brothers.

LIFE shows 12 of the rarest paintings, reproduced in full color. You'll see landscapes and cubed nudes, tender portraits of his children and Picasso's cryptic comments on Man whom he considers half-beast.

These paintings are now on view for the first time—another example of how LIFE's color pages bring the world's great art treasures into the lives of millions of readers who would otherwise never see them.

LIFE's color pages serve advertisers well, too. Close to 60% of the full-page advertisements in LIFE are in 4-color; and LIFE's 22-day color closing, shortest by far in the magazine business, gives marketers an ideal combination of strong impact, dramatic visibility and great flexibility.

LIFE

Says Bert Thomas Combs, Governor of Kentucky: "Your intensely human photographic essay on India in the monsoon season proves that journalism is not only reporting but a true art form. LIFE's ability to show what's on the front burner and the burner around the world is a bridge to international understanding."

Says Actress Arlene Francis: "LIFE magazine brings into sharp focus the significant elements of the enormous amount of current news and thus enables busy people to better evaluate the passing scene."

Says James E. Day, Pres., Midwest Stock Exchange: "When Henry Luce developed his concept of LIFE, he sensed the need for telling the news in pictures. Today the public demands a more serious approach, and LIFE is being designed to comply. It is this fine sense of attunement to what the public wants that makes great magazines great."

For the first 9 months of 1961

The San Francisco Chronicle gained more than 1⅓ million lines of advertising

The Chronicle . . . . . gained	**1,347,270**	lines
The Examiner . . . . . lost	**380,750**	lines
News-Call Bulletin . . . . lost	**778,780**	lines

Source: Media Records—Total Advertising linage less legal, Jan. 1--Sept. 30, 1961 • The News-Call Bulletin is published Monday through Saturday only